

BRD - Braze Integration

Business Requirements for Braze Integration

Version 8.0

Fixed Data Layer and Edited the Custom Attribute Call to match Braze Standard Data Structure

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Version History

Name	Date	Reason for Changes	Version

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 - 4) add_to_wishlist custom event (halt this please. as I can update it via Braze)
 - 5) begin_checkout custom event (halt this please. as I can update it via Braze)
 - 6) purchase custom event (halt this please. as I can update it via Braze)
 - 7) payment custom event (halt this please. as I can update it via Braze)
 - 8) search_page_success custom event (halt this please. as I can update it via Braze)
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Introduction

 This section should provide an overview of the entire BRD.

We are moving forward to switch the CRM tool from Moengage to Braze. The decision to switch is backed by several pain points which can be seen here on this presentation: [Copy of Braze migration](#). This BRD will show what data are needed for CRM team to be able to use Braze.

There are several main feature that needs to be integrated that has tech and product team as one of the stakeholder, which are:

1. User's profile
2. Custom Events
3. Website and App Pop-up
4. Website and App Content Card
5. Email
6. Website and App Push Notification
7. WhatsApp (Brand and SEM Team will be stakeholder. Tech and product team can ignore)

Important Note:

This document will present 2 different style of data structure on some of the feature. One structure will look like Moengage style and the other structure will look like GTM style.

Tech and product team can choose whichever style that suit it best. Or even, if the 2 styles that are given turns out to not match Braze data structure, then tech and product team can pick the structure that can be used by Braze.

Business Summary

- i** Provide a brief executive summary (overview of your business requirements) here.

Your executive summary should be a “snapshot” of the purpose of your business requirements, including a brief description of any analysis, findings, project description, scope, business drivers, proposed process, current process, and functional requirements.

1. User's Profile

a. **Use Cases**

- i. mention user's name in CRM comms
- ii. use last_add_to_cart data as basis of product recommendation
- iii. use transaction_status data as basis to exclude user who are banned from receiving CRM comms

2. Custom Event

a. **Use Cases**

- i. Trigger CRM comms when a user do something
- ii. Update user's profile with Braze function when user do something
- iii. Trigger CRM flow of suppression when user do something

3. Website and App Pop-up

a. **Use Cases**

- i. To send comms via website and/or app pop-up when user do something

4. Website and App Content Card

a. **Use Cases**

- i. To show related product just below the product detail on PDP based on user's profile and custom event data

5. Email

a. **Use Cases**

- i. To send holistic product recco to users
- ii. To guide user with renos buyer onboarding

6. Website and App Push Notification

a. **Use Cases**

- i. To send user comms via push notification if and when user are not reachable via email

7. WhatsApp (Brand and SEM Team will be stakeholder. Tech and product team can ignore)

a. **Use Cases**

- i. To send user WA Blast or personalised comms if and when user are unreachable via email or push notification

Business Background

- i**

In this section, describe the project for which you are writing this business requirements document. Describe the project's purpose, what the current process/solution is for the project, what the challenges are, and why you need to undertake the project.

Moengage contract is coming to an end, and the management agrees to stop using its service. On the other hand, CRM efforts still needs to be done and so we are looking forward to user Braze as it has more features that match our business models.

Please find the detailed presentation on the decision on this deck: [Copy of Braze migration](#)

Business Goals & Objective

- ❶ These should describe the overall goal in developing the product, high level descriptions of what the product will do, how they are aligned to business objectives, and the requirements for interaction with other systems.

To integrate Braze ecosystem by November 1st, 2025 so we can start to use it when Moengage expires.

Schedule, Timeline and Deadlines

- ❶ Provide a detailed list of the project's schedule-specific timelines, deadlines, milestones, etc.

The onboarding project is planned to be done within 1 month. The detailed timeline of the project can be found on Page 4 of [Copy of Braze migration](#) document.

Current Business Prosess (As-Is)

- ❶ Provide details of your current process for addressing the primary issue your project attempts to solve. Feel free to include diagrams, flowcharts, or other visuals to illustrate the current process. Put BPMN Diagram.

Currently we are separating BAU process of CRM tools on web and App. On website, we mainly utilise GTM when there is no sensitive information to be sent to the CRM tool (in this case, Braze and Moengage). When there is sensitive information, API call will be one of the option.

On App, the team straight put the CRM tool's SDK into the firebase code. After the Sep 3, 2025 meeting, Tech and Marketing team have aligned that the Braze x app integration will be done directly without using GTM.

Proposed Business Prosess (To-Be)

- ❶ Provide details of the proposed process for addressing the primary issue your project attempts to solve. Feel free to include diagrams, flowcharts, or other visuals to illustrate the proposed process. For this process, we recommend you use the same illustrative tool/style that you used for your current process (above). Put BPMN Diagram.

I would like to integrate [this postponed change request](#) into this BRD. Please advise that previously, the CR got postponed due to legal concern where we put "fraud" information on data layer.

But, after a discussion with Legal team, we have aligned that we will change the "fraud" value that lies in seller-related parameters into "Aktif" so then, CRM team can exclude seller who has "Aktif", as "Aktif" = "Fraud" within this codification for CRM purpose.

Business Requirements Specifications

- ⓘ The Business Requirements Specifications provided priorities of the requirements and also the user characteristics neither CRUD Analysis, it's also contains the Functional Specifications and Non-Functional Specifications.

1. Data Integration

This part will talk mostly about how the data can be sent to Braze.

important reference: [Braze Github Page](#)

1.A.Web Integration

Web integration can be fully utilized through GTM

1.B.App Integration

1.B.ii. there is no possibility to also utilise GTM to integrate Braze with the app

it turns out that it is impossible to utilise GTM to integrate app and Braze, then we can go straight to having 2 integration method like what we are doing right now.

1. web to be integrate via GTM
2. App to be integrate directly to Braze using its Flutter SDK

a. For the flutter integration, please see here: [④ Integrate the Braze SDK](#)

1.C.Data Layers and Structure

Track session: [④ Tracking sessions through the Braze SDK](#)

Track location: [④ Track location through the Braze SDK](#)

Track uninstall: [④ Track uninstalls through the Braze SDK](#)

Geofence: [④ Geofences for the Braze Swift SDK](#)

1.C.i. Custom Event

Within the v2 of this document, we have aligned all event properties/parameters to match what nocnoc have. It is needed to fully utilise Braze's feature to copy campaign from nocnoc to renos and vice versa.

A) Custom Event: **signup**

Fired when: user successfully signup (in gtm, it is marked with "set_user_profile" event)

IMPORTANT UPDATE: As per Braze team's suggestion, we have to flush data to send signup event as soon as it happens

IMPORTANT UPDATE: Also, when signup happen, please call change user function [④ Set user IDs through the Braze SDK](#)

Parameter that is needed:

1. user_email
2. user_id
3. user_phone_number

- 4. birthdate
- 5. browser_id
- 6. device_id
- 7. device_type (phone brand or type)
- 8. os (android or iOS or Windows)
- 9. timestamp
- 10. first_name
- 11. last_name
- 12. gender
- 13. utm_campaign
- 14. utm_content
- 15. utm_medium
- 16. utm_source
- 17. utm_term
- 18. utm_id

JSON style

```
1 {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 81809180703,
5   "birthdate": "1991-12-29",
6   "browser_id": "97s8f4g9s78f4g",
7   "device_id": "f4a8df466",
8   "device_type": "chrome",
9   "os": "windows",
10  "timestamp": "2025-07-31 13:13:13",
11  "first_name": "charisma",
12  "last_name": "pamungkas",
13  "gender": "male",
14  "utm_campaign": "crm_onboarding_2025-08_default_all",
15  "utm_content": "",
16  "utm_medium": "app-pop-up",
17  "utm_source": "growth-crm",
18  "utm_term": "",
19  "utm_id": "crm_onboarding_2025-08_default_all-2233"
20 }
```

B) Custom Event: *login*

Fired when: user successfully logged into their account (in gtm, it is marked with “set_user_profile” event)

IMPORTANT UPDATE: As per Braze team’s suggestion, we have to flush data to send login event as soon as it happens

IMPORTANT UPDATE: Also, when login happen, please call change user function [@ Set user IDs through the Braze S](#)
[DK](#)

Parameter that is needed:

- 1. user_email
- 2. user_id
- 3. user_phone_number

4. birthdate
 5. browser_id
 6. device_id
 7. device_type (phone brand or type)
 8. os (android or iOS or Windows)
 9. timestamp
 10. first_name
 11. last_name
 12. gender
 13. utm_campaign
 14. utm_content
 15. utm_medium
 16. utm_source
 17. utm_term
 18. utm_id
 19. signup_date
 20. store_name
 21. transaction_status
 22. buyer_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}

JSON style

```

1 {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 81809180703,
5   "birthdate": "1991-12-29",
6   "browser_id": "97s8f4g9s78f4g",
7   "device_id": "f4a8df466",
8   "device_type": "chrome",
9   "os": "windows",
10  "timestamp": "2025-07-31 13:13:13",
11  "first_name": "charisma",
12  "last_name": "pamungkas",
13  "gender": "male",
14  "utm_campaign": "crm_onboarding_2025-08_default_all",
15  "utm_content": "",
16  "utm_medium": "app-pop-up",
17  "utm_source": "growth-crm",
18  "utm_term": "",
19  "utm_id": "crm_onboarding_2025-08_default_all-2233",
20  "signup_date": "2023-02-12",
21  "store_name": "Toko Faaiz",
22  "transaction_status": "ACTIVE",
23  "buyer_status": "Aktif", -- pls add {{if there is a "Fake Order" or
any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty}}
24 }

```

Parameters in GTM

```

1 {
2   event: "set_user_profile",

```

```

3   gtm: {uniqueEventId: 800, start: 1754016591621},
4   email: "charisma.rahamat@gmail.com",
5   user_id: 41416,
6   mobile_phone: 81809180703,
7   birthdate: "1991-12-29",
8   browser_id: "97s8f4g9s78f4g",
9   device_id: "f4a8df466",
10  device_type: "chrome",
11  os: "windows",
12  timestamp: "2025-07-31 13:13:13",
13  first_name: "charisma",
14  last_name: "pamungkas",
15  gender: "male",
16  utm_campaign: "crm_onboarding_2025-08_default_all",
17  utm_content: "",
18  utm_medium: "app-pop-up",
19  utm_source: "growth-crm",
20  utm_term: "",
21  utm_id: "crm_onboarding_2025-08_default_all-2233",
22  sign_up_date: "2023-02-12",
23  store_name: "Toko Faaiz",
24  transaction_status: "ACTIVE",
25  buyer_status: "Aktif", -- pls add {{if there is a "Fake Order" or
any other fraud value in Type Fraud columnn, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty}}
26 }

```

C) Custom Event: [logout](#)

Fired when: user successfully logged out. In GTM, we use the gtm event user_log_out to trigger the process parameter that is needed:

1. user_id
2. timestamp

JSON style in Moe:

```

1  {
2    "user_id": 42416,
3    "timestamp": "2025-07-31 13:13:13"
4 }

```

GTM style:

```

1  {
2    event: "user_log_out",
3    event_category: "user_log_out",
4    user_id: 42416,
5    "timestamp": "2025-07-31 13:13:13",
6    gtm.uniqueEventId: 2712
7 }

```

D) Custom Event: [homepage](#) (NEW)

Event name: [homepage](#)

Fired when: user open the home page

parameter that is needed:

1. user_id
2. timestamp

Requested JSON style in Moe:

```
1 {  
2   "user_id": 42416,  
3   "timestamp": "2025-07-31 13:13:13"  
4 }
```

Requested homepage event in GTM style:

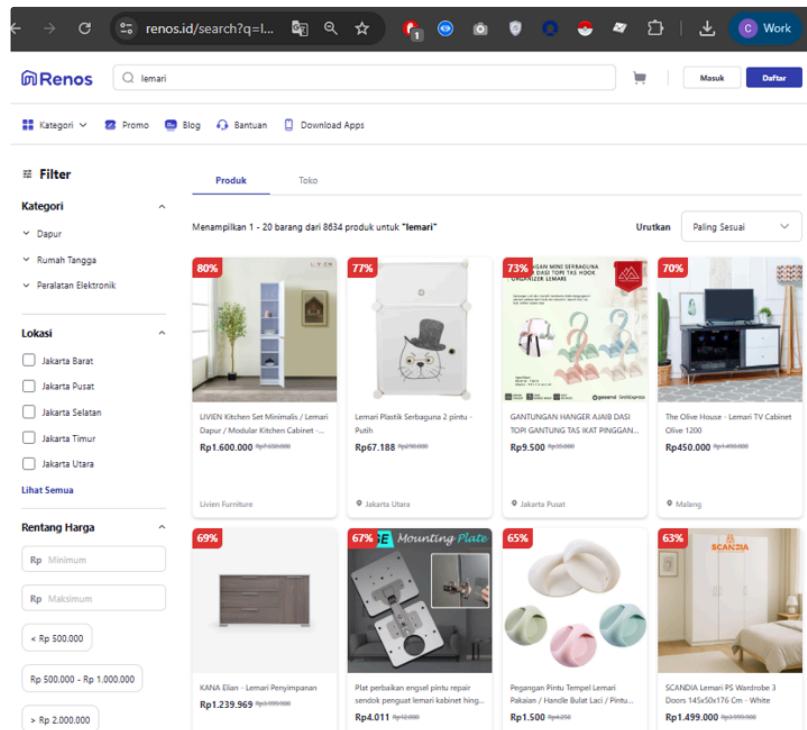
```
1 {  
2   event: "homepage",  
3   user_id: 42416,  
4   "timestamp": "2025-07-31 13:13:13",  
5   gtm.uniqueEventId: 444444  
6 }
```

E) Custom Event: `search_page_success`

Fired when: User search something, and renos find some search result

20251006 UPDATE: Confirmed with tech team that we will use new trigger when the search result if available

SS:



Parameter that we need

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign
5. utm_content
6. utm_medium

7. utm_source
8. utm_term
9. utm_id
10. device_id
11. device_type (phone brand or type)
12. os (android or iOS or Windows)
13. timestamp
14. URL
15. no_of_results_returned
16. actual_search_term

Current JSON style with Sample Parameter and Value

```

1  {
2    "user_email": "charisma.rahamat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 81809180703,
5    "URL": "https://www.renos.id/search?q=kijang&page=1",
6    "actual_search_term": "kijang",
7    "no_of_results_returned": 1,
8    "timestamp": "2025-07-31 13:13:13",
9    "utm_campaign": "crm_onboarding_2025-08_default_all",
10   "utm_content": "",
11   "utm_medium": "app-pop-up",
12   "utm_source": "growth-crm",
13   "utm_term": "",
14   "utm_id": "crm_onboarding_2025-08_default_all-2233",
15   "device_id": "f4a8df466",
16   "device_type": "samsung galaxy",
17   "os": "android"
18 }
```

On Google Tag Manager, we might need to add these parameter on the `search_results` new custom event

20251006 UPDATE: Confirmed with tech team that we will use new trigger when the search result if available

```

1  dataLayer.push(
2  {
3    event: "search_results",
4    event_category: "menu_bar",
5    event_action: "search",
6    event_label: "kencana",
7    gtm.uniqueEventId: 3411,
8
9    user_email: "charisma.rahamat@gmail.com",      -- new
10   user_id: 41416,        -- new
11   user_phone_number: 81809180703,      -- new
12   URL: "https://www.renos.id/search?q=kijang&page=1",      -- new
13   no_of_results_returned: 1,      -- new ((if it has 0 value, then we
can set GTM to trigger the search_page_fail))
14   timestamp: "2025-07-31 13:13:13",      -- new
15   utm_campaign: "crm_onboarding_2025-08_default_all",      -- new
16   utm_content: "",        -- new
17   utm_medium: "app-pop-up",      -- new
18   utm_source: "growth-crm",      -- new
19   utm_term: "",        -- new
20   utm_id: "crm_onboarding_2025-08_default_all-2233",      -- new
21   device_id: "f4a8df466",      -- new
22   device_type: "samsung galaxy",      -- new
23   os: "android"        -- new
24 }
```

25)
26

F) Custom Event: **search_page_fail**

Fired when: User search something, and renos cannot find some search result

SS:

The screenshot shows the Renos website interface. At the top, there is a search bar with the text "molotov". Below the search bar are navigation links for "Kategori", "Promo", "Blog", "Bantuan", and "Download Apps". On the right side of the header, there are icons for shopping cart (with 1 item), notifications (with 2 notifications), and user profile. A "Jadi Penjual" button is also present.

On the left, there is a sidebar titled "Filter" with sections for "Lokasi" (location) and "Rentang Harga" (price range). The "Lokasi" section lists various districts in Jakarta with checkboxes. The "Rentang Harga" section allows setting minimum and maximum prices, with dropdown menus for "Rp Minimum" and "Rp Maksimum", and buttons for "

The main content area has tabs for "Produk" and "Toko". A large error message "Wah, Produk Nggak Ketemu" is displayed, accompanied by a small illustration of a person holding a box. Below the message, it says "Coba ganti kata kunci pencarian atau lihat produk rekomendasi di bawah ini." A "Rekomendasi Untukmu" section follows, featuring three product cards: a Hisense refrigerator, an ASUS VivoBook laptop, and a Tecno Megabook laptop.

Parameter that we need

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign
5. utm_content
6. utm_medium
7. utm_source
8. utm_term
9. utm_id
10. device_id
11. device_type (phone brand or type)
12. os (android or iOS or Windows)
13. timestamp
14. URL
15. actual_search_term

16. no_of_results_returned

Requested JSON style with Sample Parameter and Value

```
1 {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 81809180703
5   "URL": "https://www.renos.id/search?q=kijang&page=1",
6   "actual_search_term": "kijang",
7   "no_of_results_returned": 0,
8   "timestamp": "2025-07-31 13:13:13",
9   "utm_campaign": "crm_onboarding_2025-08_default_all",
10  "utm_content": "",
11  "utm_medium": "app-pop-up",
12  "utm_source": "growth-crm",
13  "utm_term": "",
14  "utm_id": "crm_onboarding_2025-08_default_all-2233",
15  "device_id": "f4a8df466",
16  "device_type": "samsung galaxy",
17  "os": "android"
18 }
```

On Google Tag Manager, we might need to add these parameter on the `Search_results` custom event

```
1 dataLayer.push(
2 {
3   event: "search_results",
4   event_category: "menu_bar",
5   event_action: "search",
6   event_label: "kencana",
7   gtm.uniqueEventId: 3411,
8
9   user_email: "charisma.rahmat@gmail.com",      -- new
10  user_id: 41416,        -- new
11  user_phone_number: 81809180703,           -- new
12  URL: "https://www.renos.id/search?q=kijang&page=1",       -- new
13  no_of_results_returned: 1,          -- new ((if it has 0 value, then we
can set GTM to trigger the search_page_fail))
14  timestamp: "2025-07-31 13:13:13",      -- new
15  utm_campaign: "crm_onboarding_2025-08_default_all",      -- new
16  utm_content: "",          -- new
17  utm_medium: "app-pop-up",        -- new
18  utm_source: "growth-crm",        -- new
19  utm_term: "",          -- new
20  utm_id: "crm_onboarding_2025-08_default_all-2233",      -- new
21  device_id: "f4a8df466",        -- new
22  device_type: "samsung galaxy",       -- new
23  os: "android"          -- new
24 }
25 )
26 }
```

G) Custom Event: `seller_page_visit`

Fired when: User open seller page

Parameters needed

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign
5. utm_content

6. utm_medium
 7. utm_source
 8. utm_term
 9. utm_id
 10. device_id
 11. device_type (phone brand or type)
 12. os (android or iOS or Windows)
 13. timestamp
 14. image_url (seller image avatar)
 15. seller_name
 16. seller_id
 17. seller_type
 18. URL
 19. seller_status ((if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty)

Requested JSON for seller_page_visit event in Moe style

```

1  {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 81809180703,
5   "image_url":
6     "https://images.renos.id/store/3T1M7K210725090037SIMG000000002861.jpg"
7
8   "seller_name": "AB",
9   "seller_id": 55132,
10  "seller_type": "Authorized",
11  "URL": "https://www.renos.id/p/ab",
12  "seller_status": "aktif",
13  "timestamp": "2025-07-31 13:13:13",
14  "utm_campaign": "crm_onboarding_2025-08_default_all",
15  "utm_content": "",
16  "utm_medium": "app-pop-up",
17  "utm_source": "growth-crm",
18  "utm_term": "",
19  "utm_id": "crm_onboarding_2025-08_default_all-2233",
20  "device_id": "f4a8df466",
21  "device_type": "samsung galaxy",
22  "os": "android"
23 }

```

We need seller_page_visit event in GTM

```

1 dataLayer.push(
2 {
3   event: "seller_page_visit",
4   gtm.uniqueEventId: xxxxx,
5   user_email: "charisma.rahmat@gmail.com",
6   user_id: 41416,
7   user_phone_number: 81809180703,
8   image_url:
9     "https://images.renos.id/store/3T1M7K210725090037SIMG000000002861.jpg"
10
11   seller_name: "AB",
12   seller_id: 55132,
13   seller_type: "Authorized",
14   URL: "https://www.renos.id/p/ab",
15   seller_status: "aktif",
16 }

```

```

14   timestamp: "2025-07-31 13:13:13",
15   utm_campaign: "crm_onboarding_2025-08_default_all",
16   utm_content: "",
17   utm_medium: "app-pop-up",
18   utm_source: "growth-crm",
19   utm_term: "",
20   utm_id: "crm_onboarding_2025-08_default_all-2233",
21   device_id: "f4a8df466",
22   device_type: "samsung galaxy",
23   os: "android"
24 }
```

H) Custom Event: *promo_page*

Fired when: user open a promo page

parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign
5. utm_content
6. utm_medium
7. utm_source
8. utm_term
9. utm_id
10. device_id
11. device_type (phone brand or type)
12. os (android or iOS or Windows)
13. timestamp
14. campaign_name
15. image_url
16. URL
17. campaign_id

Requested JSON moe Style:

```

1 {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 81809180703,
5   "utm_campaign": "crm_onboarding_2025-08_default_all",
6   "utm_content": "",
7   "utm_medium": "app-pop-up",
8   "utm_source": "growth-crm",
9   "utm_term": "",
10  "utm_id": "crm_onboarding_2025-08_default_all-2233",
11  "device_id": "f4a8df466",
12  "device_type": "samsung galaxy",
13  "os": "android",
14  "timestamp": "2025-07-31 13:13:13",
15  "campaign_name": "savetember",
16  "image_url":
17    "https://assets.renos.id/production/promo/77823_promo_img_.jpg",
18  "URL": "https://www.renos.id/promospesial/savetember",
19  "campaign_id": 77458
20 }
```

Requested GTM style:

```
1  {
2    event: "promo_page",
3    user_email: "charisma.rahmat@gmail.com",
4    user_id: 41416,
5    user_phone_number: 81809180703,
6    utm_campaign: "crm_onboarding_2025-08_default_all",
7    utm_content: "",
8    utm_medium: "app-pop-up",
9    utm_source: "growth-crm",
10   utm_term: "",
11   utm_id: "crm_onboarding_2025-08_default_all-2233",
12   device_id: "f4a8df466",
13   device_type: "samsung galaxy",
14   os": "android",
15   timestamp: "2025-07-31 13:13:13",
16   ecommerce: {
17     campaign_id: 7543,
18     campaign_name: "TKP 88",
19     URL: "https://www.renos.id/alalalalala",
20     image_url:
21      "https://assets.renos.id/production/promo/24885_promo_img_.jpg"
22   }
```

I)Custom Event: *category_page*

Fired when: user open a category page

Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign
5. utm_content
6. utm_medium
7. utm_source
8. utm_term
9. utm_id
10. device_id
11. device_type (phone brand or type)
12. os (android or iOS or Windows)
13. timestamp
14. category_lv1
15. category_lv2
16. category_lv3
17. URL

requested JSON style in Moe ()

```
1  {
2    "user_email": "charisma.rahmat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 81809180703,
5    "utm_campaign": "crm_onboarding_2025-08_default_all",
```

```

6   "utm_content": "",
7   "utm_medium": "app-pop-up",
8   "utm_source": "growth-crm",
9   "utm_term": "",
10  "utm_id": "crm_onboarding_2025-08_default_all-2233",
11  "device_id": "f4a8df466",
12  "device_type": "samsung galaxy",
13  "os": "android",
14  "timestamp": "2025-07-31 13:13:13",
15  "category_lv1": "Gaming",
16  "category_lv2": "Game Console",
17  "category_lv3": "Game Retro",
18  "URL": "https://www.renos.id/c/gaming/game-console/game-retro"
19 }

```

requested GTM style

```

1  datalayer.push({
2    event: "category_page",
3    gtm: {xxxxx:xxxxx, xxxxx:xxxxxx},
4    user_email: "charisma.rahmat@gmail.com",
5    user_id: 41416,
6    user_phone_number: 81809180703,
7    utm_campaign: "crm_onboarding_2025-08_default_all",
8    utm_content: "",
9    utm_medium: "app-pop-up",
10   utm_source: "growth-crm",
11   utm_term: "",
12   utm_id: "crm_onboarding_2025-08_default_all-2233",
13   device_id: "f4a8df466",
14   device_type: "samsung galaxy",
15   os: "android",
16   timestamp: "2025-07-31 13:13:13",
17   category_lv1: "Gaming",
18   category_lv2: "Game Console",
19   category_lv3: "Game Retro",
20   URL: "https://www.renos.id/c/gaming/game-console/game-retro"
21 })

```

J)Custom Event: [view_item](#)

Fired when: user open a product page

Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign
5. utm_content
6. utm_medium
7. utm_source
8. utm_term
9. utm_id
10. device_id
11. device_type (phone brand or type)
12. os (android or iOS or Windows)
13. timestamp

14. sku_name
 15. sku_brand (seller name)
 16. category_lv1
 17. category_lv2
 18. category_lv3
 19. image_url
 20. sku_id
 21. variant_name
 22. sku_original_price ((price before harga coret))
 23. sku_sale_price ((price after harga coret))
 24. seller_type
 25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
 }
 26. URL

requested JSON style in Moe (new param in line 15-16)

```

1  {
2    "user_email": "charisma.rahmat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 6281809180703, -- tambah 62 di depannya boleh
ya
5    "utm_campaign": "crm_onboarding_2025-08_default_all",
6    "utm_content": "",
7    "utm_medium": "app-pop-up",
8    "utm_source": "growth-crm",
9    "utm_term": "",
10   "utm_id": "crm_onboarding_2025-08_default_all-2233",
11   "timestamp": "2025-07-31 13:13:13",
12   "currency": "USD", -- tambah hardcode currency usd boleh ya
13   "products": [
14     {
15       "sku_name": "OxiHom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
16       "sku_brand": "OXIHOM",
17       "variant_name": "S2430 Orange",
18       "sku_sale_price": 47120,
19       "sku_id": "cV09684984065654",
20       "quantity": 2
21       "sku_original_price": 119750,
22       "bundle": false, -- jadiin boolean boleh ya
23       "category_lv1": "Dapur",
24       "category_lv2": "Penyimpanan Makanan",
25       "category_lv3": "Toples Makanan",
26       "seller_type": "Authorized",
27       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
28       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
29       "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
30     }
31   ]
32 }

```

Requested view_item custom event on GTM:

```
1  dataLayer.push({
```

```

2   event: "view_item",
3   gtm.uniqueEventId: 2843,
4   email: "charisma.rahmat@gmail.com",    -- pls add
5   user_id: 41416,    -- pls add
6   user_phone_number: 81809180703,    -- pls add
7   utm_campaign: "crm_onboarding_2025-08_default_all",    -- pls add
8   utm_content: "",    -- pls add
9   utm_medium: "app-pop-up",    -- pls add
10  utm_source: "growth-crm",    -- pls add
11  utm_term: "",    -- pls add
12  utm_id: "crm_onboarding_2025-08_default_all-2233",    -- pls add
13  device_id: "f4a8df466",    -- pls add
14  device_type: "samsung galaxy",    -- pls add
15  os: "android",    -- pls add
16  timestamp: "2025-07-31 13:13:13",    -- pls add
17  ecommerce: {
18    currency: "IDR",
19    items: [
20      {
21        quantity: 1,
22        URL: "https://www.renos.id/alalalalala",
23        item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
24        item_brand: "Blooming_deal",
25        item_id: "2010525677",
26        price: 47120,    -- this is sku_sale_price. no need to
change the gtm property name
27        full_price: 119750,    -- this is sku_original_price. no
need to change the gtm property name
28        index: 0,
29        item_variant: "none",
30        image_url: "https://images.renos.id/assets/portal-
assets/32/product/images/1646823518-23." +
31          "jpg",
32        item_list_name: "home_rekomendasi untukmu",
33        item_category: "Kitchen",
34        item_category2: "Cookware",
35        item_category3: "Peralatan Dapur",
36        seller_type: "Authorized",    -- pls add
37        seller_status: "Aktif",    -- pls add
38        bundle: "no"
39      }
40    ]
41  }
42 }

```

K) Custom Event: *add_to_cart*

Fired when: user add item to their cart

Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new

11. device_type (phone brand or type) – new
 12. os (android or iOS or Windows) – new
 13. timestamp
 14. sku_name
 15. sku_brand (seller name)
 16. category_lv1
 17. category_lv2
 18. category_lv3
 19. image_url
 20. sku_id
 21. variant_name
 22. sku_original_price ((price before harga coret)) – new
 23. sku_sale_price ((price after harga coret)) – new
 24. seller_type
 25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
 }
 26. URL – new
 27. bundle (boolean) – new
 28. quantity

Requested JSON style

```

1  {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 6281809180703, -- tolong tambahin 62 boleh ya
5   "utm_campaign": "crm_onboarding_2025-08_default_all",
6   "utm_content": "",
7   "utm_medium": "app-pop-up",
8   "utm_source": "growth-crm",
9   "utm_term": "",
10  "utm_id": "crm_onboarding_2025-08_default_all-2233",
11  "timestamp": "2025-07-31 13:13:13",
12  "currency": "USD", -- tolong tambahin currency boleh ya
13  "products": [
14    {
15      "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
16      "sku_brand": "OXIHOM",
17      "variant_name": "S2430 Orange",
18      "sku_sale_price": 47120,
19      "sku_id": "cV09684984065654",
20      "quantity": 2
21      "sku_original_price": 119750,
22      "bundle": false, -- jadiin boolean boleh ya
23      "category_lv1": "Dapur",
24      "category_lv2": "Penyimpanan Makanan",
25      "category_lv3": "Toples Makanan",
26      "seller_type": "Authorized",
27      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
28      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
29      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"

```

```

30     },
31     {
32       "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
33       "sku_brand": "BUKAN OXIHAM",
34       "variant_name": "BUKAN S2430 Orange",
35       "sku_sale_price": 247120,
36       "sku_id": "cV09684984065600",
37       "quantity": 1
38       "sku_original_price": 119750,
39       "bundle": false, -- jadiin boolean boleh ya
40       "category_lv1": "Dapur",
41       "category_lv2": "Penyimpanan Makanan",
42       "category_lv3": "Toples Makanan",
43       "seller_type": "Authorized",
44       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
45       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
46       "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
47     },
48     {
49       ...
50     },
51     ....
52   ]
53 }

```

Requested add_to_cart custom event on GTM :

```

1  dataLayer.push({
2    event: "add_to_cart",
3    gtm.uniqueEventId: 2843,
4    user_email: "charisma.rahmat@gmail.com", -- pls add
5    user_id: 41416, -- pls add
6    user_phone_number: 81809180703, -- pls add
7    utm_campaign: "crm_onboarding_2025-08_default_all", -- pls add
8    utm_content: "", -- pls add
9    utm_medium: "app-pop-up", -- pls add
10   utm_source: "growth-crm", -- pls add
11   utm_term: "", -- pls add
12   utm_id: "crm_onboarding_2025-08_default_all-2233", -- pls add
13   device_id: "f4a8df466", -- pls add
14   device_type: "samsung galaxy", -- pls add
15   os: "android", -- pls add
16   timestamp: "2025-07-31 13:13:13", -- pls add\
17   ecommerce: {
18     currency: "IDR",
19     bundle: "no",
20     item_list_name: "search result",
21     items: [
22       {
23         quantity: 1,
24         URL: "https://www.renos.id/alalalalala",
25         item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
26         item_brand: "Blooming_deal",
27         item_id: "2010525677",
28         price: 47120, -- this is sku_sale_price. no need to
change the gtm property name
29         full_price: 119750, -- this is sku_original_price. no
need to change the gtm property name
30         index: 0,
31         item_variant: "none",
32         image_url: "https://images.renos.id/assets/portal-
assets/32/product/images/1646823518-23." +
33           "jpg",
34         item_list_name: "home_rekomendasi untukmu",
35         item_category: "Kitchen",
36         item_category2: "Cookware",

```

```

37     item_category3: "Peralatan Dapur",
38     seller_type: "Authorized", -- pls add
39     seller_status: "Aktif" -- pls add,
40     bundle: "no"
41   }
42 ]
43 }
44 })

```

L) Custom Event: *remove_from_cart*

Fired when: user remove item from their cart

Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new
12. os (android or iOS or Windows) – new
13. timestamp
14. sku_name
15. sku_brand (seller name)
16. category_lv1
17. category_lv2
18. category_lv3
19. image_url
20. sku_id
21. variant_name
22. sku_original_price ((price before harga coret)) – new
23. sku_sale_price ((price after harga coret)) – new
24. seller_type
25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
- }
26. URL – new
27. bundle (boolean) – new
28. quantity

Requested JSON style in Moe

```
1  {
2    "user_email": "charisma.rahmat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 6281809180703, -- tambah 62 ya
5    "utm_campaign": "crm_onboarding_2025-08_default_all",
6    "utm_content": "",
7    "utm_medium": "app-pop-up",
8    "utm_source": "growth-crm",
9    "utm_term": "",
10   "utm_id": "crm_onboarding_2025-08_default_all-2233",
11   "timestamp": "2025-07-31 13:13:13",
12   "currency": "USD",
13   "products": [
14     {
15       "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
16       "sku_brand": "OXIHOM",
17       "variant_name": "S2430 Orange",
18       "sku_sale_price": 47120,
19       "sku_id": "cV09684984065654",
20       "quantity": 2
21       "sku_original_price": 119750,
22       "bundle": false, -- jadiin boolean boleh ya
23       "category_lv1": "Dapur",
24       "category_lv2": "Penyimpanan Makanan",
25       "category_lv3": "Toples Makanan",
26       "seller_type": "Authorized",
27       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
28       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
29       "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
30     },
31     {
32       "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
33       "sku_brand": "BUKAN OXIHOM",
34       "variant_name": "BUKAN S2430 Orange",
35       "sku_sale_price": 247120,
36       "sku_id": "cV09684984065600",
37       "quantity": 1
38       "sku_original_price": 119750,
39       "bundle": false, -- jadiin boolean boleh ya
40       "category_lv1": "Dapur",
41       "category_lv2": "Penyimpanan Makanan",
42       "category_lv3": "Toples Makanan",
43       "seller_type": "Authorized",
44       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
45       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
46       "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
47     },
48     {
49       ....
50     },
51     ....
52   ]
53 }
```

Requested `remove_from_cart` custom event on GTM :

```
1 dataLayer.push({
2   event: "remove_from_cart",
3   gtm.uniqueEventId: 2843,
4   user_email: "charisma.rahmat@gmail.com", -- pls add
```

```

5   user_id: 41416,      -- pls add
6   user_phone_number: 81809180703,      -- pls add
7   utm_campaign: "crm_onboarding_2025-08_default_all",    -- pls add
8   utm_content: "",      -- pls add
9   utm_medium: "app-pop-up",      -- pls add
10  utm_source: "growth-crm",      -- pls add
11  utm_term: "",      -- pls add
12  utm_id: "crm_onboarding_2025-08_default_all-2233",    -- pls add
13  device_id: "f4a8df466",      -- pls add
14  device_type: "samsung galaxy",      -- pls add
15  os: "android",      -- pls add
16  timestamp: "2025-07-31 13:13:13",      -- pls add
17  ecommerce: {
18    currency: "IDR",
19    bundle: "no",
20    items: [
21      {
22        quantity: 1,
23        URL: "https://www.renos.id/alalalalala",
24        item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
25        item_brand: "Blooming_deal",
26        item_id: "2010525677",
27        price: 47120,      -- this is sku_sale_price. no need to
change the gtm property name
28        full_price: 119750,      -- this is sku_original_price. no
need to change the gtm property name
29        index: 0,
30        item_variant: "none",
31        image_url: "https://images.renos.id/assets/portal-
assets/32/product/images/1646823518-23." +
32          "jpg",
33        item_list_name: "home_rekomendasi untukmu",
34        item_category: "Kitchen",
35        item_category2: "Cookware",
36        item_category3: "Peralatan Dapur",
37        seller_type: "Authorized",      -- pls add
38        seller_status: "Aktif"      -- pls add,
39        bundle: "no"
40      }
41    ]
42  }
43 })

```

M) Custom Event: [add_to_wishlist](#)

Fired when: item got added to user's wishlist

Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new

12. os (android or iOS or Windows) – new
 13. timestamp
 14. sku_name
 15. sku_brand (seller name)
 16. category_lv1
 17. category_lv2
 18. category_lv3
 19. image_url
 20. sku_id
 21. variant_name
 22. sku_original_price ((price before harga coret)) – new
 23. sku_sale_price ((price after harga coret)) – new
 24. seller_type
 25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
 }
 26. URL – new
 27. bundle (boolean) – new
 28. quantity

Requested JSON style in Moe

```

1  {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 6281809180703, -- pls add 62 infront
5   "utm_campaign": "crm_onboarding_2025-08_default_all",
6   "utm_content": "",
7   "utm_medium": "app-pop-up",
8   "utm_source": "growth-crm",
9   "utm_term": "",
10  "utm_id": "crm_onboarding_2025-08_default_all-2233",
11  "timestamp": "2025-07-31 13:13:13",
12  "currency": "USD",
13  "products": [
14    {
15      "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
        Minum Plastik Saringan - S2430 Orange",
16      "sku_brand": "OXIHOM",
17      "variant_name": "S2430 Orange",
18      "sku_sale_price": 47120,
19      "sku_id": "cV09684984065654",
20      "quantity": 2
21      "sku_original_price": 119750,
22      "bundle": false, -- jadiin boolean boleh ya
23      "category_lv1": "Dapur",
24      "category_lv2": "Penyimpanan Makanan",
25      "category_lv3": "Toples Makanan",
26      "seller_type": "Authorized",
27      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
28      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
        bening-kedap-udara-botol-minum-plastik-saringan?
        source=home_flash%20sale"
29      "image_url": "https://images.renos.id/staging/portal-
        assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
30    }
31  ]

```

32 }

Requested add_to_wishlist custom event on GTM:

```
1 dataLayer.push({
2   event: "add_to_wishlist",
3   gtm.uniqueEventId: 2843,
4   user_email: "charisma.rahmat@gmail.com",    -- pls add
5   user_id: 41416,    -- pls add
6   user_phone_number: 81809180703,    -- pls add
7   utm_campaign: "crm_onboarding_2025-08_default_all",    -- pls add
8   utm_content: "",    -- pls add
9   utm_medium: "app-pop-up",    -- pls add
10  utm_source: "growth-crm",    -- pls add
11  utm_term: "",    -- pls add
12  utm_id: "crm_onboarding_2025-08_default_all-2233",    -- pls add
13  device_id: "f4a8df466",    -- pls add
14  device_type: "samsung galaxy",    -- pls add
15  os: "android",    -- pls add
16  timestamp: "2025-07-31 13:13:13",    -- pls add
17  ecommerce: {
18    currency: "IDR",
19    items: [
20      {
21        quantity: 1,
22        URL: "https://www.renos.id/alalalalala",
23        item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
24        item_brand: "Blooming_deal",
25        item_id: "2010525677",
26        price: 47120,    -- this is sku_sale_price. no need to
change the gtm property name
27        full_price: 119750,    -- this is sku_original_price. no
need to change the gtm property name
28        index: 0,
29        item_variant: "none",
30        image_url: "https://images.renos.id/assets/portal-
assets/32/product/images/1646823518-23." +
31          "jpg",
32        item_list_name: "home_rekomendasi untukmu",
33        item_category: "Kitchen",
34        item_category2: "Cookware",
35        item_category3: "Peralatan Dapur",
36        seller_type: "Authorized",    -- pls add
37        seller_status: "Aktif"    -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}}
38        bundle: "no"
39      }
40    ]
41  }
42 })
```

N) Custom Event: *remove_from_wishlist*

Fired when: item got added to user's wishlist

Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new

7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new
12. os (android or iOS or Windows) – new
13. timestamp
14. sku_name
15. sku_brand (seller name)
16. category_lv1
17. category_lv2
18. category_lv3
19. image_url
20. sku_id
21. variant_name
22. sku_original_price ((price before harga coret)) – new
23. sku_sale_price ((price after harga coret)) – new
24. seller_type
25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
}
26. URL – new
27. bundle (boolean) – new
28. quantity
29. currency

Requested JSON style in Moe

```
1  {
2    "user_email": "charisma.rahmat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 6281809180703, -- pls add 62 infront
5    "utm_campaign": "crm_onboarding_2025-08_default_all",
6    "utm_content": "",
7    "utm_medium": "app-pop-up",
8    "utm_source": "growth-crm",
9    "utm_term": "",
10   "utm_id": "crm_onboarding_2025-08_default_all-2233",
11   "timestamp": "2025-07-31 13:13:13",
12   "currency": "USD",
13   "products": [
14     {
15       "sku_name": "OxiHom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
16       "sku_brand": "OXIHOM",
17       "variant_name": "S2430 Orange",
18       "sku_sale_price": 47120,
19       "sku_id": "cV09684984065654",
20       "quantity": 2
21       "sku_original_price": 119750,
22       "bundle": false, -- jadiin boolean boleh ya
23       "category_lv1": "Dapur",
```

```

24     "category_lv2": "Penyimpanan Makanan",
25     "category_lv3": "Toples Makanan",
26     "seller_type": "Authorized",
27     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
28     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
29     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
30   }
31 ]
32 }

```

Requested `remove_from_wishlist` custom event on GTM:

```

1  dataLayer.push({
2    event: "remove_from_wishlist",
3    gtm.uniqueEventId: 2843,
4    user_email: "charisma.rahmat@gmail.com", -- pls add
5    user_id: 41416, -- pls add
6    user_phone_number: 81809180703, -- pls add
7    utm_campaign: "crm_onboarding_2025-08_default_all", -- pls add
8    utm_content: "", -- pls add
9    utm_medium: "app-pop-up", -- pls add
10   utm_source: "growth-crm", -- pls add
11   utm_term: "", -- pls add
12   utm_id: "crm_onboarding_2025-08_default_all-2233", -- pls add
13   device_id: "f4a8df466", -- pls add
14   device_type: "samsung galaxy", -- pls add
15   os: "android", -- pls add
16   timestamp: "2025-07-31 13:13:13", -- pls add
17   ecommerce: {
18     currency: "IDR",
19     items: [
20       {
21         quantity: 1,
22         URL: "https://www.renos.id/alalalalala",
23         item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
24         item_brand: "Blooming_deal",
25         item_id: "2010525677",
26         price: 47120, -- this is sku_sale_price. no need to
change the gtm property name
27         full_price: 119750, -- this is sku_original_price. no
need to change the gtm property name
28         index: 0,
29         item_variant: "none",
30         image_url: "https://images.renos.id/assets/portal-
assets/32/product/images/1646823518-23." +
31           "jpg",
32         item_list_name: "home_rekomendasi untukmu",
33         item_category: "Kitchen",
34         item_category2: "Cookware",
35         item_category3: "Peralatan Dapur",
36         seller_type: "Authorized", -- pls add
37         seller_status: "Aktif", -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}},
38         bundle: false
39       }
40     ]
41   }
42 })

```

O) Custom Event: `begin_checkout`

Fired when: user open the checkout page

Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new
12. os (android or iOS or Windows) – new
13. timestamp
14. sku_name
15. sku_brand (seller name)
16. category_lv1
17. category_lv2
18. category_lv3
19. image_url
20. sku_id
21. variant_name
22. sku_original_price ((price before harga coret)) – new
23. sku_sale_price ((price after harga coret)) – new
24. seller_type
25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
- }
26. URL – new ((url of the SKU))
27. bundle (boolean) – new
28. quantity
29. currency

Requested JSON style in Moe

```

1  {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 6281809180703, -- tambah 62 ya di depannya
5   "utm_campaign": "crm_onboarding_2025-08_default_all",
6   "utm_content": "",
7   "utm_medium": "app-pop-up",
8   "utm_source": "growth-crm",
9   "utm_term": "",
10  "utm_id": "crm_onboarding_2025-08_default_all-2233",
11  "timestamp": "2025-07-31 13:13:13",
12  "currency": "USD",
13  "products": [
14    {

```

```

15     "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
16     "sku_brand": "OXIHOM",
17     "variant_name": "S2430 Orange",
18     "sku_sale_price": 47120,
19     "sku_id": "cV09684984065654",
20     "quantity": 2
21     "sku_original_price": 119750,
22     "bundle": false, -- jadiin boolean boleh ya
23     "category_lv1": "Dapur",
24     "category_lv2": "Penyimpanan Makanan",
25     "category_lv3": "Toples Makanan",
26     "seller_type": "Authorized",
27     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
28     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
29     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
30   },
31   {
32     "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
33     "sku_brand": "BUKAN OXIHOM",
34     "variant_name": "BUKAN S2430 Orange",
35     "sku_sale_price": 247120,
36     "sku_id": "cV09684984065600",
37     "quantity": 1
38     "sku_original_price": 119750,
39     "bundle": false, -- jadiin boolean boleh ya
40     "category_lv1": "Dapur",
41     "category_lv2": "Penyimpanan Makanan",
42     "category_lv3": "Toples Makanan",
43     "seller_type": "Authorized",
44     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
45     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
46     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
47   },
48   {
49     ....
50   },
51   ....
52 ]
53 }

```

Requested begin_checkout custom event on GTM :

```

1 dataLayer.push({
2   event: "remove_from_wishlist",
3   gtm.uniqueEventId: 2843,
4   user_email: "charisma.rahmat@gmail.com", -- pls add
5   user_id: 41416, -- pls add
6   user_phone_number: 81809180703, -- pls add
7   utm_campaign: "crm_onboarding_2025-08_default_all", -- pls add
8   utm_content: "", -- pls add
9   utm_medium: "app-pop-up", -- pls add
10  utm_source: "growth-crm", -- pls add
11  utm_term: "", -- pls add
12  utm_id: "crm_onboarding_2025-08_default_all-2233", -- pls add
13  device_id: "f4a8df466", -- pls add
14  device_type: "samsung galaxy", -- pls add
15  os: "android", -- pls add
16  timestamp: "2025-07-31 13:13:13", -- pls add
17  ecommerce: {
18    currency: "IDR",
19    items: [
20      {

```

```

21     quantity: 2,
22     URL: "https://www.renos.id/alalalalala",
23     item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
24     item_brand: "Blooming_deal",
25     item_id: "2010525677",
26     price: 47120,           -- this is sku_sale_price. no need to
change the gtm property name
27     full_price: 119750,      -- this is sku_original_price. no
need to change the gtm property name
28     index: 0,
29     item_variant: "none",
30     image_url: "https://images.renos.id/assets/portal-
assets/32/product/images/1646823518-23." +
"jpg",
31     item_list_name: "home_rekomendasi untukmu",
32     item_category: "Kitchen",
33     item_category2: "Cookware",
34     item_category3: "Peralatan Dapur",
35     seller_type: "Authorized",   -- pls add
36     seller_status: "Aktif",      -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}},
37     bundle: "no"
38   }
39 ]
40 }
41 }
42 }

```

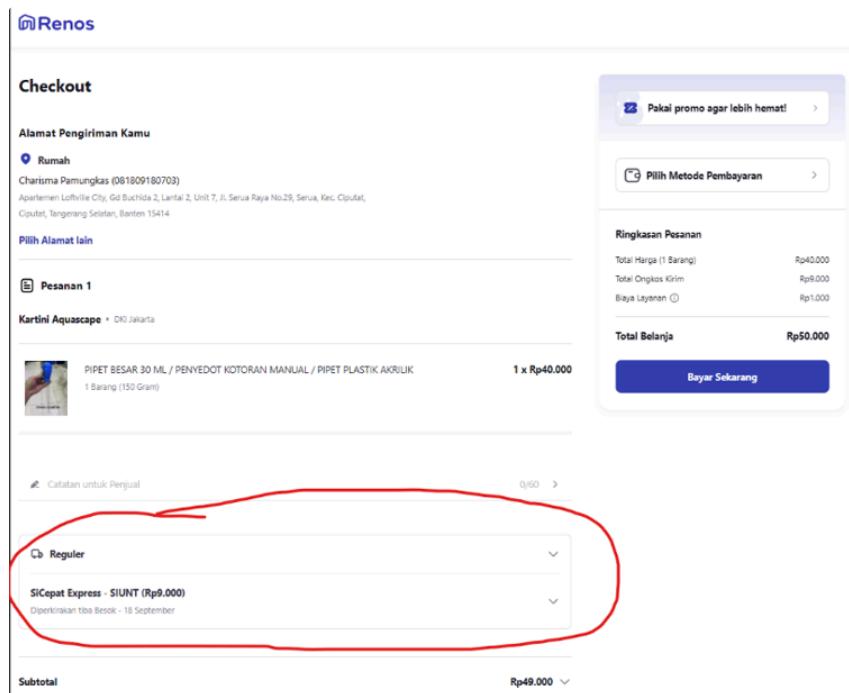
P) Custom Event: ***add_shipping_info***

Fired when: user finish the process of memilih pengiriman

NOTE: In case user purchase from more than 1 seller. The number of event triggers should match what GTM has, which is according to the number of sellers. So if user's cart consist of 3 different sellers, then the

add_shipping_info custom event should be 3 as well.

Each custom event will have the product details of each seller, accordingly.



Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new
12. os (android or iOS or Windows) – new
13. timestamp
14. sku_name
15. sku_brand (seller name)
16. category_lv1
17. category_lv2
18. category_lv3
19. image_url
20. sku_id
21. variant_name
22. sku_original_price ((price before harga coret)) – new
23. sku_sale_price ((price after harga coret)) – new
24. seller_type
25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
- }
26. URL – new ((url of the SKU))
27. bundle (boolean) – new
28. quantity
29. shipping
30. shipping_tier

Requested JSON style in Moe

```
1  {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 6281809180703, -- tambah 62 ya di depannya
5   "utm_campaign": "crm_onboarding_2025-08_default_all",
6   "utm_content": "",
7   "utm_medium": "app-pop-up",
8   "utm_source": "growth-crm",
9   "utm_term": "",
10  "utm_id": "crm_onboarding_2025-08_default_all-2233",
```

```

11  "timestamp": "2025-07-31 13:13:13",
12  "shipping": 5000,
13  "currency": "USD",
14  "products": [
15    {
16      "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
17      "sku_brand": "OXIHOM",
18      "variant_name": "S2430 Orange",
19      "sku_sale_price": 47120,
20      "sku_id": "cV09684984065654",
21      "quantity": 2
22      "sku_original_price": 119750,
23      "bundle": false, -- jadiin boolean boleh ya
24      "category_lv1": "Dapur",
25      "category_lv2": "Penyimpanan Makanan",
26      "category_lv3": "Toples Makanan",
27      "seller_type": "Authorized",
28      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
29      "shipping_tier": "seller-fleet_seller-fleet",
30      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
31      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
32    },
33    {
34      "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
35      "sku_brand": "BUKAN OXIHOM",
36      "variant_name": "BUKAN S2430 Orange",
37      "sku_sale_price": 247120,
38      "sku_id": "cV09684984065600",
39      "quantity": 1
40      "sku_original_price": 119750,
41      "bundle": false, -- jadiin boolean boleh ya
42      "category_lv1": "Dapur",
43      "category_lv2": "Penyimpanan Makanan",
44      "category_lv3": "Toples Makanan",
45      "seller_type": "Authorized",
46      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
47      "shipping_tier": "seller-fleet_seller-fleet",
48      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
49      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
50    },
51    {
52      ...
53    },
54    ....
55  ]
56 }

```

Requested add_shipping_info custom event on GTM:

```

1 dataLayer.push({
2   event: "add_shipping_info",
3   gtm.uniqueEventId: 2843,
4   user_email: "charisma.rahmat@gmail.com", -- pls add
5   user_id: 41416, -- pls add
6   user_phone_number: 81809180703, -- pls add
7   utm_campaign: "crm_onboarding_2025-08_default_all", -- pls add
8   utm_content: "", -- pls add
9   utm_medium: "app-pop-up", -- pls add
10  utm_source: "growth-crm", -- pls add
11  utm_term: "", -- pls add
12  utm_id: "crm_onboarding_2025-08_default_all-2233", -- pls add
13  device_id: "f4a8df466", -- pls add

```

```

14  device_type: "samsung galaxy",      -- pls add
15  os: "android",       -- pls add
16  timestamp: "2025-07-31 13:13:13",    -- pls add
17  shipping_fee: 5000,    -- pls add
18  shipping_tier: "seller-fleet_seller-fleet",    -- pls add
19  ecommerce: {
20    currency: "IDR",
21    items: [
22      {
23        quantity: 2,
24        URL: "https://www.renos.id/alalalalala",
25        item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
26        item_brand: "Blooming_deal",
27        item_id: "2010525677",
28        price: 47120,           -- this is sku_sale_price. no need to
change the gtm property name
29        full_price: 119750,     -- this is sku_original_price. no
need to change the gtm property name
30        index: 0,
31        item_variant: "none",
32        image_url: "https://images.renos.id/assets/portal-
assets/32/product/images/1646823518-23." +
33          "jpg",
34        item_list_name: "home_rekomendasi untukmu",
35        item_category: "Kitchen",
36        item_category2: "Cookware",
37        item_category3: "Peralatan Dapur",
38        seller_type: "Authorized",   -- pls add
39        seller_status: "Aktif",     -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}}
40        bundle: "no",
41        shipping_fee: 5000,
42        shipping_tier: "seller-fleet_seller-fleet",    -- pls add
43      }
44    ]
45  }
46 })

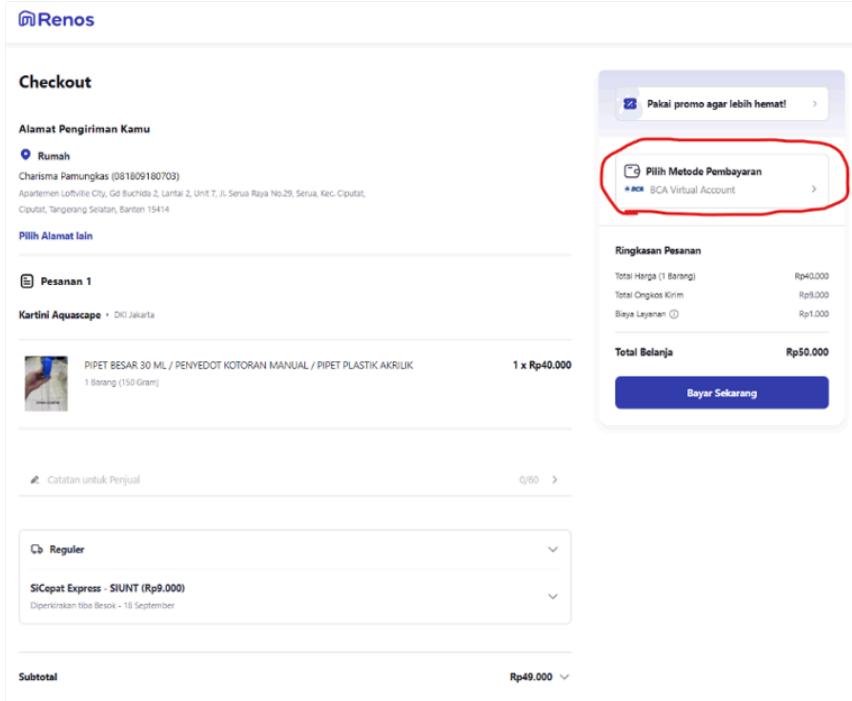
```

Q) Custom Event: `add_payment_method`

Fired when: user memilih pembayaran

NOTE: In case user purchase from more than 1 seller we can just trigger 1 custom event like in what GTM has right now. So if user's cart consist of 3 different sellers, then the `add_payment_method` custom event should be just 1.

The datalayer will have all of the data needed.



Parameter we need:

1. user_email
2. user_id
3. user_phone_number
4. timestamp
5. sku_name
6. sku_brand (seller name)
7. category_lv1
8. category_lv2
9. category_lv3
10. image_url
11. sku_id
12. variant_name
13. sku_original_price ((price before harga coret)) – new
14. sku_sale_price ((price after harga coret)) – new
15. seller_type
16. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
17. URL – new ((url of the SKU))
18. utm_campaign – new
19. utm_content – new
20. utm_medium – new
21. utm_source – new
22. utm_term – new

23. utm_id – new
24. device_id – new
25. device_type (phone brand or type) – new
26. os (android or iOS or Windows) – new
27. bundle (boolean) – new
28. quantity
29. shipping
30. shipping_tier
31. payment_method
32. coupon
33. renos_discount
34. seller_discount_name
35. seller_discount_value
36. shipping_discount_name
37. shipping_discount

Requested JSON style in Moe

```
1  {
2      "user_email": "charisma.rahmat@gmail.com",
3      "user_id": 41416,
4      "user_phone_number": 6281809180703, -- tambah 62 ya di depannya
5      "utm_campaign": "crm_onboarding_2025-08_default_all",
6      "utm_content": "",
7      "utm_medium": "app-pop-up",
8      "utm_source": "growth-crm",
9      "utm_term": "",
10     "utm_id": "crm_onboarding_2025-08_default_all-2233",
11     "timestamp": "2025-07-31 13:13:13",
12     "shipping": 5000,
13     "payment_method": "BRI Virtual Account",
14     "coupon": "BNAIDJA500RENOS",
15     "renos_discount": 500000,
16     "seller_discount_name": "sellerrenos10",
17     "seller_discount_value": 20000,
18     "shipping_discount_name": "bebasongk",
19     "shipping_discount": 5000,
20     "currency": "USD",
21     "products": [
22         {
23             "sku_name": "OxiHom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
24             "sku_brand": "OXIHOM",
25             "variant_name": "S2430 Orange",
26             "sku_sale_price": 47120,
27             "sku_id": "cV09684984065654",
28             "quantity": 2
29             "sku_original_price": 119750,
30             "bundle": false, -- jadiin boolean boleh ya
31             "category_lv1": "Dapur",
32             "category_lv2": "Penyimpanan Makanan",
33             "category_lv3": "Toples Makanan",
34             "seller_type": "Authorized",
35             "seller_status": "", --kalau dia fraud, kasih nama "aktif"
36             "shipping_tier": "seller-fleet_seller-fleet",
37             "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
38             "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
```

```

39     },
40     {
41         "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
42             Botol Minum Plastik Saringan - S2430 Orange",
43         "sku_brand": "BUKAN OXIHAM",
44         "variant_name": "BUKAN S2430 Orange",
45         "sku_sale_price": 247120,
46         "sku_id": "cV09684984065600",
47         "quantity": 1
48         "sku_original_price": 119750,
49         "bundle": false, -- jadiin boolean boleh ya
50         "category_lv1": "Dapur",
51         "category_lv2": "Penyimpanan Makanan",
52         "category_lv3": "Toples Makanan",
53         "seller_type": "Authorized",
54         "seller_status": "", --kalau dia fraud, kasih nama "aktif"
55         "shipping_tier": "seller-fleet_seller-fleet",
56         "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
57             bening-kedap-udara-botol-minum-plastik-saringan?
58             source=home_flash%20sale"
59         "image_url": "https://images.renos.id/staging/portal-
60             assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
61     },
62     ....
63 ]

```

Requested add_payment_method custom event on GTM:

```

1 dataLayer.push({
2     event: "add_payment_method",
3     gtm.uniqueEventId: 2843,
4     user_email: "charisma.rahmat@gmail.com", -- pls add
5     user_id: 41416, -- pls add
6     user_phone_number: 81889180703, -- pls add
7     utm_campaign: "crm_onboarding_2025-08_default_all", -- pls add
8     utm_content: "", -- pls add
9     utm_medium: "app-pop-up", -- pls add
10    utm_source: "growth-crm", -- pls add
11    utm_term: "", -- pls add
12    utm_id: "crm_onboarding_2025-08_default_all-2233", -- pls add
13    device_id: "f4a8df466", -- pls add
14    device_type: "samsung galaxy", -- pls add
15    os: "android", -- pls add
16    timestamp: "2025-07-31 13:13:13", -- pls add
17    payment_type: "Transfer Virtual Account | BCA Virtual Account",
18    -- pls add
19    coupon: "BNAIDJA500RENOS",
20    renos_discount: 50000, -- pls add
21    seller_discount_name: "sellerrenos100", -- pls add
22    seller_discount_value: 20000, -- pls add
23    shipping_discount_name: "bebassongk", -- pls add
24    shipping_discount: 50000, -- pls add
25    shipping_fee: 10000, -- pls add
26    shipping_tier: ["seller-fleet_seller-fleet", "seller-fleet_seller-
27        fleet"], -- pls add
28    ecommerce: {
29        currency: "IDR",
30        items: [
31            {
32                quantity: 2,
33                URL: "https://www.renos.id/alalalalala",
34                item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
35                item_brand: "Blooming_deal",
36                item_id: "2010525677",
37                price: 47120, -- this is sku_sale_price. no need to
38                change the gtm property name
39            }
40        ]
41    }
42 }

```

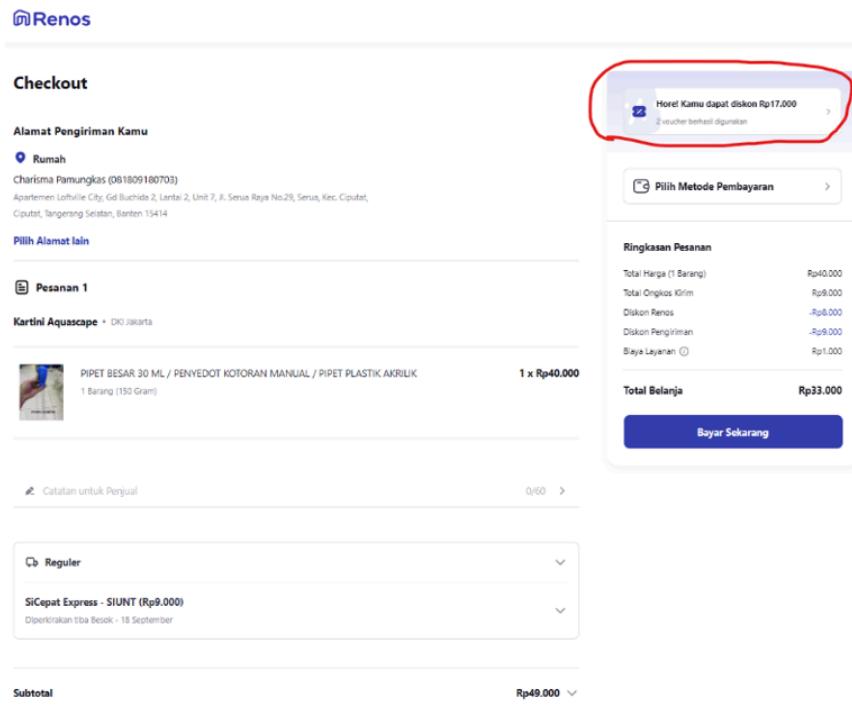
```

36         full_price: 119750,      -- this is sku_original_price. no
37         need to change the gtm property name
38         index: 0,
39         item_variant: "none",
40         image_url: "https://images.renos.id/assets/portal-
41             assets/32/product/images/1646823518-23." +
42             "jpg",
43         item_list_name: "home_rekomendasi untukmu",
44         item_category: "Kitchen",
45         item_category2: "Cookware",
46         item_category3: "Peralatan Dapur",
47         seller_type: "Authorized",    -- pls add
48         seller_status: "Aktif",      -- pls add {{if there is a "Fake
49             Order" or any other fraud value in Type Fraud column, then mark it as
50             "Aktif" instead. If there is no fraud value, then mark it as empty}},
51         bundle: "no",
52         shipping_fee: 5000,    -- pls add
53         shipping_tier: "seller-fleet_seller-fleet",      -- pls add
54     },
55     {
56         quantity: 1,
57         URL: "https://www.renos.id/alalalalala",
58         item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
59         item_brand: "NOT Blooming_deal",
60         item_id: "2010525677",
61         price: 47120,          -- this is sku_sale_price. no need to
62         change the gtm property name
63         full_price: 119750,      -- this is sku_original_price. no
64         need to change the gtm property name
65         index: 0,
66         item_variant: "none",
67         image_url: "https://images.renos.id/assets/portal-
68             assets/32/product/images/1646823518-23.jpg",
69         item_list_name: "home_rekomendasi untukmu",
70         item_category: "Kitchen",
71         item_category2: "Cookware",
72         item_category3: "Peralatan Dapur",
73         bundle: "no",
74         seller_type: "Authorized",    -- pls add
75         seller_status: "Aktif",      -- pls add {{if there is a "Fake
76             Order" or any other fraud value in Type Fraud column, then mark it as
77             "Aktif" instead. If there is no fraud value, then mark it as empty}},
78         shipping_fee: 5000,    -- pls add
79         shipping_tier: "seller-fleet_seller-fleet",      -- pls add
80     }
81 }
82 ]
83 }
84 })

```

R) Custom Event: `select_promotion`

Fired when: user memilih promo



Parameters we need

1. user_email
2. user_id
3. user_phone_number
4. timestamp
5. sku_name
6. sku_brand (seller name)
7. category_lv1
8. category_lv2
9. category_lv3
10. image_url
11. sku_id
12. variant_name
13. sku_original_price ((price before harga coret)) – new
14. sku_sale_price ((price after harga coret)) – new
15. seller_type
16. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
- }
17. URL – new ((url of the SKU))
18. utm_campaign – new
19. utm_content – new
20. utm_medium – new
21. utm_source – new

22. utm_term – new
23. utm_id – new
24. device_id – new
25. device_type (phone brand or type) – new
26. os (android or iOS or Windows) – new
27. bundle (boolean) – new
28. quantity
29. shipping
30. shipping_tier
31. payment_method
32. coupon
33. renos_discount
34. seller_discount_name
35. seller_discount_value
36. shipping_discount_name
37. shipping_discount

Requested JSON style in Moe

```
1  {
2    "user_email": "charisma.rahmat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 6281809180703, -- tambah 62 ya di depannya
5    "utm_campaign": "crm_onboarding_2025-08_default_all",
6    "utm_content": "",
7    "utm_medium": "app-pop-up",
8    "utm_source": "growth-crm",
9    "utm_term": "",
10   "utm_id": "crm_onboarding_2025-08_default_all-2233",
11   "timestamp": "2025-07-31 13:13:13",
12   "shipping": 5000,
13   "payment_method": "BRI Virtual Account",
14   "coupon": "BNAIDJA500RENOS",
15   "renos_discount": 500000,
16   "seller_discount_name": "sellerrenos10",
17   "seller_discount_value": 20000,
18   "shipping_discount_name": "bebasongk",
19   "shipping_discount": 50000,
20   "currency": "USD", // need to be hardcoded into USD as per Braze
team's suggestion
21   "products": [
22     {
23       "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
24       "sku_brand": "OXIHOM",
25       "variant_name": "S2430 Orange",
26       "sku_sale_price": 47120,
27       "sku_id": "cV09684984065654",
28       "quantity": 2
29       "sku_original_price": 119750,
30       "bundle": false, -- jadiin boolean boleh ya
31       "category_lv1": "Dapur",
32       "category_lv2": "Penyimpanan Makanan",
33       "category_lv3": "Toples Makanan",
34       "seller_type": "Authorized",
35       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
36       "shipping_tier": "seller-fleet_seller-fleet",
37       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?"
```

```

        "source=home_flash%20sale"
38      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
39    },
40    {
41      "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
42      "sku_brand": "BUKAN OXIHOM",
43      "variant_name": "BUKAN S2430 Orange",
44      "sku_sale_price": 247120,
45      "sku_id": "cV09684984065600",
46      "quantity": 1
47      "sku_original_price": 119750,
48      "bundle": false, -- jadiin boolean boleh ya
49      "category_lv1": "Dapur",
50      "category_lv2": "Penyimpanan Makanan",
51      "category_lv3": "Toples Makanan",
52      "seller_type": "Authorized",
53      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
54      "shipping_tier": "seller-fleet_seller-fleet",
55      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
56      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
57    },
58    {
59      ....
60    },
61    ....
62  ]
63 }

```

Requested select_promotion custom event on GTM:

```

1  dataLayer.push({
2    event: "select_promotion",
3    gtm.uniqueEventId: 13229,
4    ecommerce: {
5      items: [
6        {promotion_name: "BIN 30 Sept", creative_name: "checkout page |",
7         coupon, creative_slot: 0},
8        {promotion_name: "Diskon 5K", creative_name: "checkout page |",
9         coupon, creative_slot: 1},
10       {
11         promotion_name: "Diskon Oct Ceria",
12         creative_name: "checkout page | coupon",
13         creative_slot: 2
14       }
15     ],
16     -- pls add below
17     sku: [
18       {
19         quantity: 2,
20         URL: "https://www.renos.id/alalalalala",
21         item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
22         item_brand: "Blooming_deal",
23         item_id: "2010525677",
24         price: 47120, -- this is sku_sale_price. no need to
change the gtm property name
25         full_price: 119750, -- this is sku_original_price. no
need to change the gtm property name
26         index: 0,
27         item_variant: "none",
28         image_url: "https://images.renos.id/assets/portal-
assets/32/product/images/1646823518-23." +
29           ".jpg",
30         item_list_name: "home_rekomendasi untukmu",
31         item_category: "Kitchen",
32       }
33     ]
34   }
35 }

```

```

31     item_category2: "Cookware",
32     item_category3: "Peralatan Dapur",
33     seller_type: "Authorized", -- pls add
34     seller_status: "Aktif" -- pls add {{if there is a "Fake
35     Order" or any other fraud value in Type Fraud column, then mark it as
36     "Aktif" instead. If there is no fraud value, then mark it as empty}},
37     bundle: "no",
38     shipping_fee: 5000, -- pls add
39     shipping_tier: "seller-fleet_seller-fleet", -- pls add
40   },
41   {
42     quantity: 1,
43     URL: "https://www.renos.id/alalalalala",
44     item_name: "Talenan Multifungsi / Talenan Lipat 3 In 1",
45     item_brand: "NOT Blooming_deal",
46     item_id: "2010525677",
47     price: 47120, -- this is sku_sale_price. no need to
48     change the gtm property name
49     full_price: 119750, -- this is sku_original_price. no
50     need to change the gtm property name
51     index: 0,
52     item_variant: "none",
53     image_url: "https://images.renos.id/assets/portal-
54     assets/32/product/images/1646823518-23." +
55       "jpg",
56     item_list_name: "home_rekomendasi untukmu",
57     item_category: "Kitchen",
58     item_category2: "Cookware",
59     item_category3: "Peralatan Dapur",
60     seller_type: "Authorized", -- pls add
61     seller_status: "Aktif" -- pls add {{if there is a "Fake
62     Order" or any other fraud value in Type Fraud column, then mark it as
63     "Aktif" instead. If there is no fraud value, then mark it as empty}},
64     bundle: "no",
65     shipping_fee: 5000, -- pls add
66     shipping_tier: "seller-fleet_seller-fleet", -- pls add
67   }
68 ],
69 },
70 user_email: "charisma.rahmat@gmail.com", -- pls add
71 user_id: 41416, -- pls add
72 user_phone_number: 81809180703, -- pls add
73 utm_campaign: "crm_onboarding_2025-08_default_all", -- pls add
74 utm_content: "", -- pls add
75 utm_medium: "app-pop-up", -- pls add
76 utm_source: "growth-crm", -- pls add
77 utm_term: "", -- pls add
78 utm_id: "crm_onboarding_2025-08_default_all-2233", -- pls add
79 device_id: "f4a8df466", -- pls add
80 device_type: "samsung galaxy", -- pls add
81 os: "android", -- pls add
82 timestamp: "2025-07-31 13:13:13", -- pls add
83 payment_type: "Transfer Virtual Account | BCA Virtual Account",
84 -- pls add
85 coupon: "BNAIDJA500RENOS",
86 renos_discount: 50000, -- pls add
87 seller_discount_name: "sellerrenos10", -- pls add
88 seller_discount_value: 20000, -- pls add
89 shipping_discount_name: "bebassongk", -- pls add
90 shipping_discount: 50000, -- pls add
91 shipping_fee: 10000, -- pls add
92 shipping_tier: ["seller-fleet_seller-fleet","seller-fleet_seller-
93 fleet"] -- pls add
94 })

```

S) Custom Event: **purchase**

Fired when: user click **ya, bayar sekarang** → new logic

NOTE: In case user purchase from more than 1 seller. The number of event triggers should match the number of sellers. So if user's purchased cart consist of 3 different sellers, then the `purchase` custom event should be 3 as well.

IMPORTANT NOTE: Unlike Moengage, in Braze we have to actually log the purchase as in telling Braze that this custom event is the custom event that we use to identify when user buy from us.

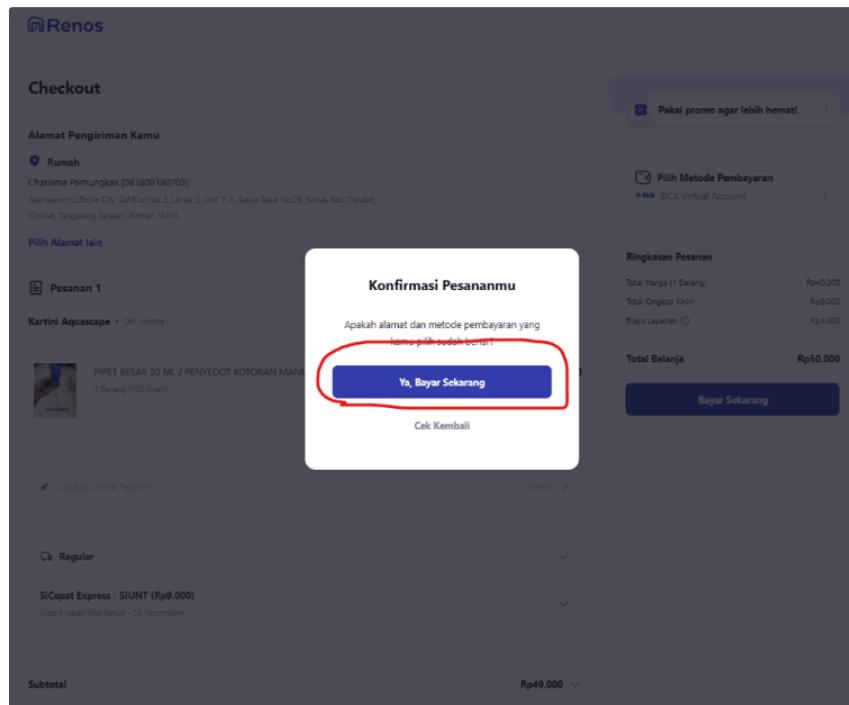
In order to do that, there should be additional step to take:

For website: We're gonna still use GTM

For flutter app: Please see the documentation here: [④ Log purchases through the Braze SDK](#)

Each custom event will have the product details of each seller, accordingly.

SS:



parameters we need

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new
12. os (android or iOS or Windows) – new

13. timestamp
 14. sku_name
 15. sku_brand (seller name)
 16. category_lv1
 17. category_lv2
 18. category_lv3
 19. image_url
 20. sku_id
 21. variant_name
 22. sku_original_price ((price before harga coret)) – new
 23. sku_sale_price ((price after harga coret)) – new
 24. seller_type
 25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
 }
 26. URL – new ((url of the SKU))
 27. bundle (boolean) – new
 28. quantity
 29. shipping
 30. shipping_tier
 31. payment_method
 32. coupon
 33. renos_discount
 34. seller_discount_name
 35. seller_discount_value
 36. shipping_discount_name
 37. shipping_discount
 38. currency
 39. value (total harga barang price setelah dikalikan quantity)
 40. total_gmv (follow the formula that predictive team provide)

a. previously it was requested that total_gmv will be (total belanja = total harga barang + total ongkir - (diskon renos) - (diskon ongkir) - (diskon toko) + biaya layanan). but we decide to keep using what predictive has made. We might send the CR to change the total_gmv globally after the upper management decide on that.

41. transaction_id

Requested JSON Style in Moe

```

1  {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 6281809180703, -- tambah 62 ya di depannya
5   "utm_campaign": "crm_onboarding_2025-08_default_all",
6   "utm_content": "",
7   "utm_medium": "app-pop-up",
8   "utm_source": "growth-crm",
9   "utm_term": ""

```

```

10  "utm_id": "crm_onboarding_2025-08_default_all-2233",
11  "timestamp": "2025-07-31 13:13:13",
12  "shipping": 5000,
13  "payment_method": "BRI Virtual Account",
14  "coupon": "BNAIDJA500RENOS",
15  "renos_discount": 50000,
16  "seller_discount_name": "sellerrenos10",
17  "seller_discount_value": 20000,
18  "shipping_discount_name": "bebasongk",
19  "shipping_discount": 5000,
20  "currency": "USD", // need to be hardcoded into USD as per Braze
team's suggestion
21  "value": 94240,
22  "total_gmv": 20000,
23  "transaction_id": "xxxxxxxxxx",
24  "products": [
25    {
26      "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
27      "sku_brand": "OXIHOM",
28      "variant_name": "S2430 Orange",
29      "sku_sale_price": 47120,
30      "sku_id": "cV09684984065654",
31      "quantity": 2
32      "sku_original_price": 119750,
33      "bundle": false, -- jadiin boolean boleh ya
34      "category_lv1": "Dapur",
35      "category_lv2": "Penyimpanan Makanan",
36      "category_lv3": "Toples Makanan",
37      "seller_type": "Authorized",
38      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
39      "shipping_tier": "seller-fleet_seller-fleet",
40      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
41      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
42    },
43    {
44      "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
45      "sku_brand": "BUKAN OXIHOM",
46      "variant_name": "BUKAN S2430 Orange",
47      "sku_sale_price": 247120,
48      "sku_id": "cV09684984065600",
49      "quantity": 1
50      "sku_original_price": 119750,
51      "bundle": false, -- jadiin boolean boleh ya
52      "category_lv1": "Dapur",
53      "category_lv2": "Penyimpanan Makanan",
54      "category_lv3": "Toples Makanan",
55      "seller_type": "Authorized",
56      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
57      "shipping_tier": "seller-fleet_seller-fleet",
58      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
59      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
60    },
61    {
62      ....
63    },
64    ....
65  ]
66 }

```

On GTM it is triggered on gtm event `add_payment_info` with this data structure

```
1 dataLayer.push({
```

```
2   event: "add_payment_info",
3   ecommerce: {
4     items: [
5       {
6         index: 0,
7         item_name: "[PROMO] PROKLEEN Sabun Cuci Tangan PumpAntiseptik
Antibacterial Hand S",
8         item_brand: " United Cleaning Official",
9         item_variant: "Sparkling Apple",
10        price: 30000,
11        item_id: "c06010220720000152205",
12        quantity: 2,
13        shipping_fee: 11500,
14        full_price: 40000,
15        bundle: "no",
16        item_category: "Household Supplies",
17        item_category2: "Produk Pembersih Ruangan",
18        item_category3: "Produk Kebersihan Sanitasi",
19        seller_type: "Authorized", -- pls add
20        seller_status: "Aktif", -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}},
21        shipping_fee: 5000, -- pls add
22        shipping_tier: "seller-fleet_seller-fleet", -- pls add
23      },
24    {
25      index: 1,
26      item_name: "Madodet Teko Teh Kaca Tea Pot Set 4 Gelas Cangkir
Elegant - MDT109",
27      item_brand: "MADODET Official Store",
28      item_variant: "none",
29      price: 41800,
30      item_id: "cV4416328480000622937",
31      quantity: 2,
32      shipping_fee: 13500,
33      full_price: 44000,
34      bundle: "no",
35      item_category: "Dapur",
36      item_category2: "Peralatan Makan Minum",
37      item_category3: "Peralatan Minum Set",
38      seller_type: "Authorized", -- pls add
39      seller_status: "Aktif", -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}},
40      shipping_fee: 5000, -- pls add
41      shipping_tier: "seller-fleet_seller-fleet", -- pls add
42    }
43  ],
44  currency: "IDR", //no need to change as Marketing team can hard
code the currency in GTM
45  payment_type: "Transfer Virtual Account | BCA Virtual Account",
46  bundle: "no",
47 },
48
49 -- pls add below
50  shipping_fee: 10000, -- total shipping
51  shipping_tier: ["seller-fleet_seller-fleet", "seller-fleet_seller-
fleet"],
52  payment_method: "BRI Virtual Account",
53  coupon: "BNAIDJA500RENOS",
54  renos_discount: 1000,
55  seller_discount_name: "sellerrenos10",
56  seller_discount_value: 1000,
57  shipping_discount_name: "bebassongk",
58  shipping_discount: 5000,
59  value: 143760,
60  total_gmv: 142760,
61  transaction_id: "xxxxxxxxxx",
62  user_email: "charisma.rahmat@gmail.com",
63  user_id: 41416,
64  user_phone_number: 81809180703,
```

```

65   utm_campaign: "crm_onboarding_2025-08_default_all",
66   utm_content: null,
67   utm_medium: "app-pop-up",
68   utm_source: "growth-crm",
69   utm_term: "",
70   utm_id: "crm_onboarding_2025-08_default_all-2233",
71   device_id: "f4a8df466",
72   device_type: "samsung galaxy",
73   os: "android",
74   timestamp: "2025-07-31 13:13:13",
75   currency: "IDR", //no need to change as marketing team can hard
code the currency in GTM
76
77   gtm.uniqueEventId: 16970
78 }

```

T) Custom Event: **payment** (with Credit Card)

note 1: currently in Moe, this event is called **purchase**. but we want to change it to **payment** as **purchase** event belong to when use click **ya, bayar sekarang** button

NOTE 2: In case user purchase from more than 1 seller. The number of event triggers should match the number of sellers. So if user's purchased cart consist of 3 different sellers, then the **payment** custom event should be 3 as well.

Each custom event will have the product details of each seller, accordingly.

Fired when: user paid the ordered item with credit card.

parameters we need

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new
12. os (android or iOS or Windows) – new
13. timestamp
14. currency
15. sku_name
16. sku_brand (seller name)
17. category_lv1
18. category_lv2
19. category_lv3
20. image_url

21. sku_id
 22. variant_name
 23. sku_original_price ((price before harga coret)) – new
 24. sku_sale_price ((price after harga coret)) – new
 25. seller_type
 26. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
 }
 27. URL – new ((url of the SKU))
 28. bundle (boolean) – new
 29. quantity
 30. shipping
 31. shipping_tier
 32. payment_method
 33. coupon
 34. renos_discount
 35. seller_discount_name
 36. seller_discount_value
 37. shipping_discount_name
 38. shipping_discount
 39. value (total harga barang tanpa ongkir dan biaya layanan)
 40. total_gmv (follow the formula that predictive team provide)
 a. previously it was requested that total_gmv will be (total belanja = total harga barang + total ongkir - (diskon renos) - (diskon ongkir) - (diskon toko) + biaya layanan). but we decide to keep using what predictive has made.
 We might send the CR to change the total_gmv globally after the upper management decide on that
 41. transaction_id

Requested payment custom event data in JSON style

```

1  {
2    "user_email": "charisma.rahmat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 6281809180703, -- tambah 62 ya di depannya
5    "utm_campaign": "crm_onboarding_2025-08_default_all",
6    "utm_content": "",
7    "utm_medium": "app-pop-up",
8    "utm_source": "growth-crm",
9    "utm_term": "",
10   "utm_id": "crm_onboarding_2025-08_default_all-2233",
11   "timestamp": "2025-07-31 13:13:13",
12   "shipping": 5000,
13   "payment_method": "BRI Virtual Account",
14   "coupon": "BNAIDJA500RENOS",
15   "renos_discount": 500000,
16   "seller_discount_name": "sellerrenos10",
17   "seller_discount_value": 20000,
18   "shipping_discount_name": "bebasongk",
19   "shipping_discount": 50000,
20   "currency": "USD", // need to be hardcoded into USD as per Braze
team's suggestion
21   "value": 94240,
22   "total_gmv": 200000,

```

```

23   "transaction_id": "xxxxxxxxxx",
24   "products": [
25     {
26       "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
27       "sku_brand": "OXIHOM",
28       "variant_name": "S2430 Orange",
29       "sku_sale_price": 47120,
30       "sku_id": "cV09684984065654",
31       "quantity": 2
32       "sku_original_price": 119750,
33       "bundle": false, -- jadiin boolean boleh ya
34       "category_lv1": "Dapur",
35       "category_lv2": "Penyimpanan Makanan",
36       "category_lv3": "Toples Makanan",
37       "seller_type": "Authorized",
38       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
39       "shipping_tier": "seller-fleet_seller-fleet",
40       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
41       "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
42     },
43     {
44       "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
45       "sku_brand": "BUKAN OXIHAM",
46       "variant_name": "BUKAN S2430 Orange",
47       "sku_sale_price": 247120,
48       "sku_id": "cV09684984065600",
49       "quantity": 1
50       "sku_original_price": 119750,
51       "bundle": false, -- jadiin boolean boleh ya
52       "category_lv1": "Dapur",
53       "category_lv2": "Penyimpanan Makanan",
54       "category_lv3": "Toples Makanan",
55       "seller_type": "Authorized",
56       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
57       "shipping_tier": "seller-fleet_seller-fleet",
58       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
59       "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
60     },
61     {
62     ....
63   },
64   ....
65 ]
66 }

```

GTM style of purchase event on GTM

```

1  {
2   event: "purchase",
3   shipping_fee: 10000, -- total shipping
4   shipping_tier: ["seller-fleet_seller-fleet", "seller-fleet_seller-
fleet"],
5   payment_method: "BRI Virtual Account",
6   coupon: "BNAIDJA500RENOS",
7   renos_discount: 1000,
8   seller_discount_name: "sellerrenos10",
9   seller_discount_value: 1000,
10  shipping_discount_name: "bebasongk",
11  shipping_discount: 5000,
12  value: 143760,
13  total_gmv: 142760,
14  transaction_id: "xxxxxxxxxx",

```

```
15     user_email: "charisma.rahmat@gmail.com",
16     user_id: 41416,
17     user_phone_number: 81809180703,
18     utm_campaign: "crm_onboarding_2025-08_default_all",
19     utm_content: null,
20     utm_medium: "app-pop-up",
21     utm_source: "growth-crm",
22     utm_term: "",
23     utm_id: "crm_onboarding_2025-08_default_all-2233",
24     device_id: "f4a8df466",
25     device_type: "samsung galaxy",
26     os: "android",
27     timestamp: "2025-07-31 13:13:13",
28     currency: "IDR", //no need to change as marketing team can hard
code the currency in GTM
29     ecommerce: {
30       transaction_id: 29405,
31       value: 1000000,
32       total_gmv: 1008000,
33       product_gmv: 1000000,
34       logistic_gmv: "none",
35       service_gmv: "none",
36       bundle: false,
37       tax: 0,
38       shipping: 8000,
39       payment_type: "Kartu Kredit / Debit",
40       currency: "IDR", //no need to change as marketing team can
hard code the currency in GTM
41       coupon: "",
42       renos_discount: 0,
43       shipping_discount_name: "",
44       shipping_discount_value: 0,
45       seller_coupon_value: 0,
46       seller_coupon_name: "",
47       shipping_tier: "Reguler_SiCepat Express - SIUNT",
48       items: [
49         {
50           index: 0,
51           item_name: "Sofaa Idaman 1",
52           item_brand: "Toko Gembira Sempurna",
53           item_variant: "Kuning",
54           price: 1000000,
55           full_price: 1000000,
56           item_id: "c110201000206216963",
57           quantity: 1,
58           bundle: false,
59           item_category: "Rumah Tangga",
60           item_category2: "Furniture",
61           item_category3: "Kursi Berlengan",
62
63           seller_type: "Basic",
64           seller_status: "Aktif", -- pls add {{if there is a
"Fake Order" or any other fraud value in Type Fraud column, then mark
it as "Aktif" instead. If there is no fraud value, then mark it as
empty}}},
65           shipping_tier: "Reguler_SiCepat Express - SIUNT",
66           shipping_fee: 8000,
67           active_status: "Verified",
68           type_fraud: "",
69
70           item_list_name: "UTM SOON",
71           discount: 0,
72           promotion_name: "",
73         }
74       ]
75     }
76   }
77 }
```

U) Custom Event: **payment** (non- Credit Card)

note: currently in Moe, this event is called purchase . but we want to change it to payment as purchase event belong to when use click ya , bayar sekarang button

NOTE 2: In case user purchase from more than 1 seller. The number of event triggers should match the number of sellers. So if user's purchased cart consist of 3 different sellers, then the **payment** custom event should be 3 as well.

Fired when: user paid the ordered item with non-CC. The event is called via API Call

parameters we need

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new
12. os (android or iOS or Windows) – new
13. timestamp
14. currency
15. sku_name
16. sku_brand (seller name)
17. category_lv1
18. category_lv2
19. category_lv3
20. image_url
21. sku_id
22. variant_name
23. sku_original_price ((price before harga coret)) – new
24. sku_sale_price ((price after harga coret)) – new
25. seller_type
26. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
- }
27. URL – new ((url of the SKU))
28. bundle (boolean) – new
29. quantity

30. shipping
 31. shipping_tier
 32. payment_method
 33. coupon
 34. renos_discount
 35. seller_discount_name
 36. seller_discount_value
 37. shipping_discount_name
 38. shipping_discount
 39. value (total harga barang tanpa ongkir dan biaya layanan ataupun diskon)
 40. total_gmv (follow the formula that predictive team provide)
 a. previously it was requested that total_gmv will be (total belanja = total harga barang + total ongkir - (diskon renos) - (diskon ongkir) - (diskon toko) + biaya layanan). but we decide to keep using what predictive has made.
 We might send the CR to change the total_gmv globally after the upper management decide on that.

41. transaction_id

Requested data formatted in JSON:

```

1  {
2    "user_email": "charisma.rahmat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 6281809180703, -- tambah 62 ya di depannya
5    "utm_campaign": "crm_onboarding_2025-08_default_all",
6    "utm_content": "",
7    "utm_medium": "app-pop-up",
8    "utm_source": "growth-crm",
9    "utm_term": "",
10   "utm_id": "crm_onboarding_2025-08_default_all-2233",
11   "timestamp": "2025-07-31 13:13:13",
12   "shipping": 5000,
13   "payment_method": "BRI Virtual Account",
14   "coupon": "BNAIDJA500RENOS",
15   "renos_discount": 500000,
16   "seller_discount_name": "sellerrenos10",
17   "seller_discount_value": 20000,
18   "shipping_discount_name": "bebasongk",
19   "shipping_discount": 5000,
20   "currency": "USD", // need to be hardcoded into USD as per Braze
team's suggestion
21   "value": 94240,
22   "total_gmv": 20000,
23   "transaction_id": "xxxxxxxxxx",
24   "products": [
25     {
26       "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
27       "sku_brand": "OXIHOM",
28       "variant_name": "S2430 Orange",
29       "sku_sale_price": 47120,
30       "sku_id": "cV09684984065654",
31       "quantity": 2
32       "sku_original_price": 119750,
33       "bundle": false, -- jadiin boolean boleh ya
34       "category_lv1": "Dapur",
35       "category_lv2": "Penyimpanan Makanan",
36       "category_lv3": "Toples Makanan",
37       "seller_type": "Authorized",
38       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
39       "shipping_tier": "seller-fleet_seller-fleet",

```

```

40      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
41      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
42    },
43  {
44    "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
45    "sku_brand": "BUKAN OXIHOM",
46    "variant_name": "BUKAN S2430 Orange",
47    "sku_sale_price": 247120,
48    "sku_id": "cV09684984065600",
49    "quantity": 1
50    "sku_original_price": 119750,
51    "bundle": false, -- jadiin boolean boleh ya
52    "category_lv1": "Dapur",
53    "category_lv2": "Penyimpanan Makanan",
54    "category_lv3": "Toples Makanan",
55    "seller_type": "Authorized",
56    "seller_status": "", --kalau dia fraud, kasih nama "aktif"
57    "shipping_tier": "seller-fleet_seller-fleet",
58    "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
59      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
60    },
61  {
62    ....
63  },
64  ....
65 ]
66 }

```

V) Custom Event: `cancel_purchase`

Note: This is a new custom event that we think should be sent to Braze so we can make more indepth analysis regarding the purchase pattern and cancel pattern

Fired when: user's order status got changed to cancel

Fired via: API Call

parameters we need (if possible)

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign – new
5. utm_content – new
6. utm_medium – new
7. utm_source – new
8. utm_term – new
9. utm_id – new
10. device_id – new
11. device_type (phone brand or type) – new
12. os (android or iOS or Windows) – new

13. timestamp
14. sku_name
15. sku_brand (seller name)
16. category_lv1
17. category_lv2
18. category_lv3
19. image_url
20. sku_id
21. variant_name
22. sku_original_price ((price before harga coret)) – new
23. sku_sale_price ((price after harga coret)) – new
24. seller_type
25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
}
26. URL – new ((url of the SKU))
27. bundle (boolean) – new
28. quantity
29. shipping
30. shipping_tier
31. payment_method
32. coupon
33. renos_discount
34. seller_discount_name
35. seller_discount_value
36. shipping_discount_name
37. shipping_discount
38. currency
39. value (total harga barang tanpa ongkir dan biaya layanan ataupun diskon)
40. total_gmv (follow the formula that predictive team provide)

previously it was requested that total_gmv will be (total belanja = total harga barang + total ongkir - (diskon renos) - (diskon ongkir) - (diskon toko) + biaya layanan). but we decide to keep using what predictive has made. We might send the CR to change the total_gmv globally after the upper management decide on that.

41. transaction_id

Requested data formatted in JSON:

```
1  {
2    "user_email": "charisma.rahmat@gmail.com",
3    "user_id": 41416,
4    "user_phone_number": 81809180703,
5    "utm_campaign": "crm_onboarding_2025-08_default_all",
6    "utm_content": "",
7    "utm_medium": "app-pop-up",
8    "utm_source": "growth-crm",
```

```
9   "utm_term": "",  
10  "utm_id": "crm_onboarding_2025-08_default_all-2233",  
11  "timestamp": "2025-07-31 13:13:13",  
12  "shipping": 5000,  
13  "payment_method": "BRI Virtual Account",  
14  "coupon": "BNAIDJA500RENOS",  
15  "renos_discount": 500000,  
16  "seller_discount_name": "sellerrenos10",  
17  "seller_discount_value": 20000,  
18  "shipping_discount_name": "bebasongk",  
19  "shipping_discount": 5000,  
20  "currency": "USD", // need to be hardcoded into USD as per Braze  
team's suggestion  
21  "value": 94240,  
22  "total_gmv": 200000,  
23  "transaction_id": "xxxxxxxxxx",  
24  "products": [  
25    {  
26      "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol  
Minum Plastik Saringan - S2430 Orange",  
27      "sku_brand": "OXIHOM",  
28      "variant_name": "S2430 Orange",  
29      "sku_sale_price": 47120,  
30      "sku_id": "cV09684984065654",  
31      "quantity": 2  
32      "sku_original_price": 119750,  
33      "bundle": false, -- jadiin boolean boleh ya  
34      "category_lv1": "Dapur",  
35      "category_lv2": "Penyimpanan Makanan",  
36      "category_lv3": "Toples Makanan",  
37      "seller_type": "Authorized",  
38      "seller_status": "", --kalau dia fraud, kasih nama "aktif"  
39      "shipping_tier": "seller-fleet_seller-fleet",  
40      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-  
bening-kedap-udara-botol-minum-plastik-saringan?  
source=home_flash%20sale"  
41      "image_url": "https://images.renos.id/staging/portal-  
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"  
42    },  
43    {  
44      "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara  
Botol Minum Plastik Saringan - S2430 Orange",  
45      "sku_brand": "BUKAN OXIHAM",  
46      "variant_name": "BUKAN S2430 Orange",  
47      "sku_sale_price": 247120,  
48      "sku_id": "cV09684984065600",  
49      "quantity": 1  
50      "sku_original_price": 119750,  
51      "bundle": false, -- jadiin boolean boleh ya  
52      "category_lv1": "Dapur",  
53      "category_lv2": "Penyimpanan Makanan",  
54      "category_lv3": "Toples Makanan",  
55      "seller_type": "Authorized",  
56      "seller_status": "", --kalau dia fraud, kasih nama "aktif"  
57      "shipping_tier": "seller-fleet_seller-fleet",  
58      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-  
bening-kedap-udara-botol-minum-plastik-saringan?  
source=home_flash%20sale"  
59      "image_url": "https://images.renos.id/staging/portal-  
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"  
60    },  
61    {  
62      ....  
63    },  
64    ....  
65  ]  
66 }
```

W) Custom Event: [view_cart](#)

Fired when: user open their cart

Parameters that we need:

1. user_email
2. user_id
3. user_phone_number
4. utm_campaign
5. utm_content
6. utm_medium
7. utm_source
8. utm_term
9. utm_id
10. device_id
11. device_type (phone brand or type)
12. os (android or iOS or Windows)
13. timestamp
14. sku_name
15. sku_brand (seller name)
16. category_lv1
17. category_lv2
18. category_lv3
19. image_url
20. sku_id
21. variant_name
22. sku_original_price ((price before harga coret))
23. sku_sale_price ((price after harga coret))
24. seller_type
25. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}
- }
26. value (total harga barang tanpa ongkir dan biaya layanan ataupun diskon)
27. URL
28. bundle
29. quantity

Requested JSON

```
1 {
2   "user_email": "charisma.rahmat@gmail.com",
3   "user_id": 41416,
4   "user_phone_number": 6281809180703, -- boleh tambah 62 di depan ya
5   "utm_campaign": "crm_onboarding_2025-08_default_all",
6   "utm_content": "",
7   "utm_medium": "app-pop-up",
8   "utm_source": "growth-crm",
```

```

9  "utm_term": "",
10 "utm_id": "crm_onboarding_2025-08_default_all-2233",
11 "timestamp": "2025-07-31 13:13:13",
12 "currency": "USD", -- boleh tambah usd currency ya
13 "products":[
14   {
15     "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
16     "sku_brand": "OXIHOM",
17     "variant_name": "S2430 Orange",
18     "sku_sale_price": 47120,
19     "sku_id": "cV09684984065654",
20     "quantity": 2
21     "sku_original_price": 119750,
22     "bundle": false, -- jadiin boolean boleh ya
23     "category_lv1": "Dapur",
24     "category_lv2": "Penyimpanan Makanan",
25     "category_lv3": "Toples Makanan",
26     "seller_type": "Authorized",
27     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
28     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
29     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
30   },
31   {
32     "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
33     "sku_brand": "BUKAN OXIHAM",
34     "variant_name": "BUKAN S2430 Orange",
35     "sku_sale_price": 247120,
36     "sku_id": "cV09684984065600",
37     "quantity": 1
38     "sku_original_price": 119750,
39     "bundle": false, -- jadiin boolean boleh ya
40     "category_lv1": "Dapur",
41     "category_lv2": "Penyimpanan Makanan",
42     "category_lv3": "Toples Makanan",
43     "seller_type": "Authorized",
44     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
45     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
46     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
47   },
48   {
49     ....
50   },
51   ....
52 ]
53 }

```

Requested GTM

```

1 dataLayer.push({
2   event: "view_cart",
3   user_email: "charisma.rahmat@gmail.com", -- pls add
4   user_id: 41416, -- pls add
5   user_phone_number: 81809180703, -- pls add
6   utm_campaign: "crm_onboarding_2025-08_default_all", -- pls add
7   utm_content: "", -- pls add
8   utm_medium: "app-pop-up", -- pls add
9   utm_source: "growth-crm", -- pls add
10  utm_term: "", -- pls add
11  utm_id: "crm_onboarding_2025-08_default_all-2233", -- pls add
12  device_id: "f4a8df466", -- pls add
13  device_type: "samsung galaxy", -- pls add
14  os: "android", -- pls add
15  timestamp: "2025-07-31 13:13:13", -- pls add

```

```

16   ecommerce: {
17     currency: "IDR", //no need to change as marketing team can hard
code the currency in GTM
18     value: 1290310,
19     items: [
20       {
21         quantity: 1,
22         item_name: "Kursi kayu minimalis rotan - Desain estetik dan
nyaman untuk kafe dan rumah",
23         item_brand: "Furniture Brainwood",
24         item_id: "c11030123460000023260",
25         price: 871310,
26         full_price: 871310,
27         item_variant: "none",
28         bundle: "no",
29         item_category: "Rumah Tangga",
30         item_category2: "Furniture",
31         item_category3: "Kursi Makan",
32         URL: "https://www.renos.id/p/adfadfd/fadfdf",
33         bundle: "no",
34         seller_type: "Authorized", -- pls add
35         seller_status: "Aktif" -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}},
36       },
37     ],
38   {
39     quantity: 1,
40     item_name: "Casha Bean Bag Gummy Karakter",
41     item_brand: "Casha_Official",
42     item_id: "c11030221990000247547",
43     price: 419000,
44     full_price: 419000,
45     item_variant: "Donald",
46     bundle: "no",
47     item_category: "Rumah Tangga",
48     item_category2: "Ruang Tamu Keluarga",
49     item_category3: "Bean Bag",
50     URL: "https://www.renos.id/p/adfadfd/fadfdf",
51     bundle: "no",
52     seller_type: "Authorized", -- pls add
53     seller_status: "Aktif" -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}},
54   },
55 }
56 ]
57 },
58 gtm.uniqueEventId: 2783
59 })

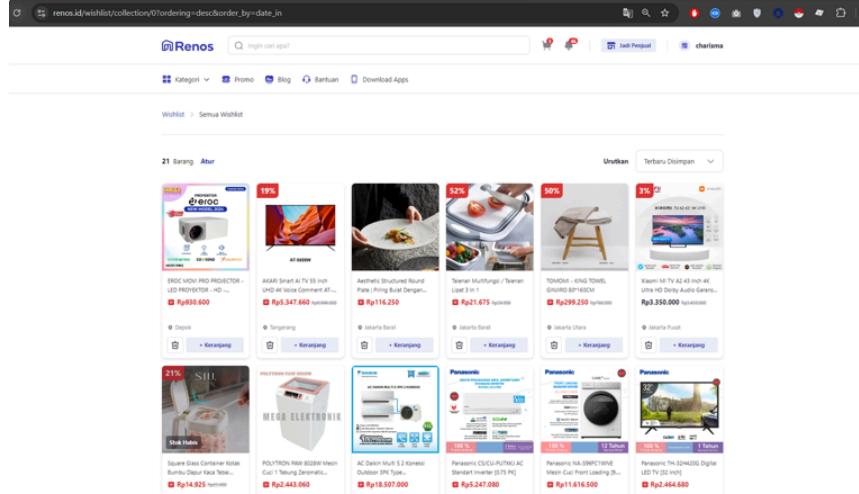
```

X) Custom Event: **wishlist_collection**

Fired when: user open their wishlist

Example url: https://www.renos.id/wishlist/collection/0?ordering=desc&order_by=date_in

Example page:



Parameters that we need:

1. wishlist_name
2. user_email
3. user_id
4. user_phone_number
5. utm_campaign
6. utm_content
7. utm_medium
8. utm_source
9. utm_term
10. utm_id
11. device_id
12. device_type (phone brand or type)
13. os (android or iOS or Windows)
14. timestamp
15. sku_name
16. sku_brand (seller name)
17. category_lv1
18. category_lv2
19. category_lv3
20. image_url
21. sku_id
22. variant_name
23. sku_original_price ((price before harga coret))
24. sku_sale_price ((price after harga coret))
25. seller_type
26. seller_status {{if there is a "Fake Order" or any other fraud value in Type Fraud column, then mark it as "Aktif" instead. If there is no fraud value, then mark it as empty}}

}

27. URL

28. bundle

29. quantity

Requested JSON

```
1  {
2    "wishlist_name": "",
3    "user_email": "charisma.rahmat@gmail.com",
4    "user_id": 41416,
5    "user_phone_number": 6281809180703, -- boleh tambah 62 ya di depan
6    "utm_campaign": "crm_onboarding_2025-08_default_all",
7    "utm_content": "",
8    "utm_medium": "app-pop-up",
9    "utm_source": "growth-crm",
10   "utm_term": "",
11   "utm_id": "crm_onboarding_2025-08_default_all-2233",
12   "timestamp": "2025-07-31 13:13:13",
13   "currency": "USD",
14   "products": [
15     {
16       "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
17       "sku_brand": "OXIHOM",
18       "variant_name": "S2430 Orange",
19       "sku_sale_price": 47120,
20       "sku_id": "cV09684984065654",
21       "quantity": 2
22       "sku_original_price": 119750,
23       "bundle": false, -- jadiin boolean boleh ya
24       "category_lv1": "Dapur",
25       "category_lv2": "Penyimpanan Makanan",
26       "category_lv3": "Toples Makanan",
27       "seller_type": "Authorized",
28       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
29       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
30       "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
31     },
32     {
33       "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
34       "sku_brand": "BUKAN OXIHOM",
35       "variant_name": "BUKAN S2430 Orange",
36       "sku_sale_price": 247120,
37       "sku_id": "cV09684984065600",
38       "quantity": 1
39       "sku_original_price": 119750,
40       "bundle": false, -- jadiin boolean boleh ya
41       "category_lv1": "Dapur",
42       "category_lv2": "Penyimpanan Makanan",
43       "category_lv3": "Toples Makanan",
44       "seller_type": "Authorized",
45       "seller_status": "", --kalau dia fraud, kasih nama "aktif"
46       "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
47       "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
48     },
49     {
50       ....
51     },
52     ....
53   ]
```

```
54 }
```

Requested GTM for wishlist_collection event on GTM

```
1 dataLayer.push({
2   event: "wishlist_collection",
3   wishlist_name: "",
4   user_email: "charisma.rahmat@gmail.com", -- pls add
5   user_id: 41416, -- pls add
6   user_phone_number: 81809180703, -- pls add
7   utm_campaign: "crm_onboarding_2025-08_default_all", -- pls add
8   utm_content: "", -- pls add
9   utm_medium: "app-pop-up", -- pls add
10  utm_source: "growth-crm", -- pls add
11  utm_term: "", -- pls add
12  utm_id: "crm_onboarding_2025-08_default_all-2233", -- pls add
13  device_id: "f4a8df466", -- pls add
14  device_type: "samsung galaxy", -- pls add
15  os: "android", -- pls add
16  timestamp: "2025-07-31 13:13:13", -- pls add
17  ecommerce: {
18    currency: "IDR", //no need to change as marketing team can hard
code the currency in GTM
19    value: 1290310,
20    items: [
21      {
22        quantity: 1,
23        item_name: "Kursi kayu minimalis rotan - Desain estetik dan
nyaman untuk kafe dan rumah",
24        item_brand: "Furniture Brainwood",
25        item_id: "c11030123460000023260",
26        price: 871310,
27        full_price: 871310,
28        item_variant: "none",
29        bundle: "no",
30        item_category: "Rumah Tangga",
31        item_category2: "Furniture",
32        item_category3: "Kursi Makan",
33        URL: "https://www.renos.id/p/adfadf/adfadfadfdfadfdf",
34        bundle: "no",
35        seller_type: "Authorized", -- pls add
36        seller_status: "Aktif" -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}},
37      },
38    ],
39    {
40      quantity: 1,
41      item_name: "Casha Bean Bag Gummy Karakter",
42      item_brand: "Casha_Official",
43      item_id: "c11030221990000247547",
44      price: 419000,
45      full_price: 419000,
46      item_variant: "Donald",
47      bundle: "no",
48      item_category: "Rumah Tangga",
49      item_category2: "Ruang Tamu Keluarga",
50      item_category3: "Bean Bag",
51      URL: "https://www.renos.id/p/adfadf/adfadfadfdfadfdf",
52      bundle: "no",
53      seller_type: "Authorized", -- pls add
54      seller_status: "Aktif" -- pls add {{if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty}},
55    }
56  ]
57 },
58  gtm.uniqueEventId: 2783
59 })
60 })
```

Y)Custom Event: **ecommerce.product_viewed (HALTED LET's DO THIS IN PHASE 2)**

Fired when: user open a product page

Only applicable for APP. For web, marketing team can utilise GTM using existing gtm custom event

Please see the official documentation here:

https://www.braze.com/docs/user_guide/data/activation/custom_data/recommended_events/ecommerce_events/?subtab=android%20sdk&tab=ecommerce.product_viewed

Data payload example on android

```
1 BrazeProperties properties = new BrazeProperties()
2     .addProperty("product_id", "c04587495873597")
3     .addProperty("product_name", "desk deskstop n18 meja desk meja
deskstop drawer laptop Meja Komputer Meja Belajar Meja Kerja meja
Gaming meja PC meja Laptop - Putih, 36x58x70")
4     .addProperty("variant_id", "variant name - Putih, 36x58x70")
5     .addProperty("image_url",
6         "https://images.renos.id/staging/assets/portal-
assets/2812/product/images/46bcc18-cdc2-4d84-8187-
643b23688aa8_20250710191930.webp")
7     .addProperty("product_url", "https://www.renos.id/p/malika-home-
decor/desk-deskstop-n18-meja-desk-meja-deskstop-drawer-laptop-meja-
komputer-meja-belajar-meja-kerja-meja-gaming-meja-pc-meja-laptop?
source=home_flash%20sale")
8     .addProperty("price", 40000)    -- harga setelah harga coret diskon
produk
9     .addProperty("full_price", 60000)  -- harga sebelum harga coret
diskon produk
10    .addProperty("currency", "USD")   -- pls hardcode this into USD
11    .addProperty("source", "https://www.renos.id")
12    .addProperty("category_lv1", "Rumah Tangga")
13    .addProperty("category_lv2", "Furniture")
14    .addProperty("category_lv3", "Meja Kerja")
15    .addProperty("metadata", new JSONObject()
16        .put("seller_type", "AUTHORIZED")
17        .put("seller_status", "Aktif") -- if there is a "Fake Order"
or any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
18        .put("brand", "Malika Home Decor"));
19 Braze.getInstance(context).logCustomEvent("ecommerce.product_viewed",
properties);
```

data payload example on SWIFT

```
1 let properties: [String: Any] = [
2     "product_id": "c04873294739487",
3     "product_name": "desk deskstop n18 meja desk meja deskstop drawer
laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja PC meja
Laptop - Putih, 36x58x70",
4     "variant_id": "variant name - Putih, 36x58x70",
5     "image_url": "https://images.renos.id/staging/assets/portal-
assets/2812/product/images/46bcc18-cdc2-4d84-8187-
643b23688aa8_20250710191930.webp",
6     "product_url": "https://www.renos.id/p/malika-home-decor/desk-
deskstop-n18-meja-desk-meja-deskstop-drawer-laptop-meja-komputer-meja-
belajar-meja-kerja-meja-gaming-meja-pc-meja-laptop?
source=home_flash%20sale",
7     "price": 4000,
8     "full_price": 6000,
9     "currency": "USD",   -- pls hardcode this into USD
10    "source": "https://www.renos.id/",
11    "category_lv1": "Rumah Tangga",
12    "category_lv2": "Furniture",
13    "category_lv3": "Meja Kerja"
14    "metadata": [
15        "seller_type": "AUTHORIZED",
```

```

16         "seller_status": "Aktif", -- if there is a "Fake Order" or any
17         other fraud value in Type Fraud column, then mark it as "Aktif"
18         instead. If there is no fraud value, then mark it as empty
19     ]
20 ]
21 AppDelegate.braze?.logCustomEvent(name: "ecommerce.product_viewed",
22 properties: properties)

```

data payload example on API call

```

1 {
2   "events": [
3     {
4       "external_id": "9748",
5       "app_id": "your_app_identifier",
6       "name": "ecommerce.product_viewed",
7       "time": "2024-01-15T09:03:45Z",
8       "properties": {
9         "product_id": "c0947928746",
10        "product_name": "desk deskstop n18 meja desk meja deskstop
11        drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
12        PC meja Laptop - Putih, 36x58x70",
13        "variant_id": "variant name - Putih, 36x58x70",
14        "image_url": "https://images.renos.id/staging/assets/portal-
15        assets/2812/product/images/46bcc18-cdc2-4d84-8187-
16        643b23688aa8_20250710191930.webp",
17        "product_url": "https://www.renos.id/p/malika-home-decor/desk-
18        deskstop-n18-meja-desk-meja-deskstop-drawer-laptop-meja-komputer-meja-
19        belajar-meja-kerja-meja-gaming-meja-pc-meja-laptop?
20        source=home_flash%20sale",
21        "price": 40000,
22        "full_price": 60000,
23        "currency": "USD", -- pls hardcode this into USD
24        "source": "https://www.renos.id/",
25        "category_lv1": "Rumah Tangga",
26        "category_lv2": "Furniture",
27        "category_lv3": "Meja Kerja",
28        "metadata": {
29          "seller_type": "AUTHORIZED",
30          "seller_status": "Aktif", -- if there is a "Fake Order" or
31          any other fraud value in Type Fraud column, then mark it as "Aktif"
32          instead. If there is no fraud value, then mark it as empty
33          "brand": "Malika Home Decor"
34        }
35      }
36    ]
37  }
38 }

```

Z) Custom Event: **ecommerce.cart_updated (HALTED LET's DO THIS IN PHASE 2)**

Fired when: user add item to their cart

Only applicable for APP. For web, marketing team can utilise GTM using existing gtm custom event

Please see the official documentation here:

[eCommerce Recommended Events](#)

Data payload example on android

```

1 JSONArray products = new JSONArray();
2
3 JSONObject product = new JSONObject()

```

```

4     .put("product_id", "c0343434709875")
5     .put("product_name", "desk deskstop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70")
6     .put("variant_id", "variant name - Putih, 36x58x70")
7     .put("image_url", "https://images.renos.id/staging/assets/portal-
assets/2812/product/images/46bcc18-cdc2-4d84-8187-
643b23688aa8_20250710191930.webp")
8     .put("product_url", "https://www.renos.id/p/malika-home-
decor/desk-deskstop-n18-meja-desk-meja-deskstop-drawer-laptop-meja-
komputer-meja-belajar-meja-kerja-meja-gaming-meja-pc-meja-laptop?
source=home_flash%20sale")
9     .put("quantity", 2)
10    .put("price", 40000)
11    .put("full_price", 60000)
12    .put("category_lv1", "Rumah Tangga")
13    .put("category_lv2", "Furniture")
14    .put("category_lv3", "Meja Kerja")
15    .put("metadata", new JSONObject()
16        .put("seller_type", "AUTHORIZED")
17        .put("seller_status", "Aktif") -- if there is a "Fake Order"
or any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
18        .put("brand", "Malika Home Decor"));
19
20 products.put(product);
21
22 BrazeProperties properties = new BrazeProperties()
23     .addProperty("cart_id", "user_id") -- cart_id kita pakai user_id
aja kali ya?
24     .addProperty("currency", "USD") -- pls hardcode this with USD as
per Braze team's suggestion
25     .addProperty("total_value", 80000) -- harga price dikali quantity
26     .addProperty("products", products)
27     .addProperty("source", "https://www.renos.id/")
28     .addProperty("metadata", new JSONObject());
29
30 Braze.getInstance(context).logCustomEvent("ecommerce.cart_updated",
properties);

```

Data payload example on SWIFT

```

1 let products: [[String: Any]] = [
2   [
3     "product_id": "4111176",
4     "product_name": "desk deskstop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70",
5     "variant_id": "variant name - Putih, 36x58x70",
6     "image_url": "https://images.renos.id/staging/assets/portal-
assets/2812/product/images/46bcc18-cdc2-4d84-8187-
643b23688aa8_20250710191930.webp",
7     "product_url": "https://www.renos.id/p/malika-home-decor/desk-
deskstop-n18-meja-desk-meja-deskstop-drawer-laptop-meja-komputer-meja-
belajar-meja-kerja-meja-gaming-meja-pc-meja-laptop?
source=home_flash%20sale",
8     "quantity": 2,
9     "price": 40000,
10    "full_price": 60000,
11    "category_lv1": "Rumah Tangga",
12    "category_lv2": "Furniture",
13    "category_lv3": "Meja Kerja",
14    "metadata": [
15      "seller_type": "AUTHORIZED",
16      "seller_status": "Aktif", -- if there is a "Fake Order" or
any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
17      "brand": "Malika Home Decor"
18    ]
19  ]
20 ]

```

```

21
22 let properties: [String: Any] = [
23     "cart_id": "9748", -- samain jadi user_id aja kali ya?
24     "currency": "USD", -- pls hard code this with USD as per Braze
team's suggestion
25     "total_value": 80000, -- price times quantity
26     "products": products,
27     "source": "https://www.renos.id",
28     "metadata": [:]
29 ]
30
31 AppDelegate.braze?.logCustomEvent(name: "ecommerce.cart_updated",
properties: properties)

```

data payload example on API call

```

1 {
2     "events": [
3         {
4             "external_id": "9748",
5             "app_id": "your_app_identifier",
6             "name": "ecommerce.cart_updated",
7             "time": "2024-01-15T09:15:30Z",
8             "properties": {
9                 "cart_id": "9748", -- samain kayak user_id aja kali ya?
10                "currency": "USD", -- pls hardcoded dengan USD as per Braze
team's request
11                "total_value": 80000, -- quantity * price
12                "products": [
13                    {
14                        "product_id": "4111176",
15                        "product_name": "desk desktop n18 meja desk meja desktop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70",
16                        "variant_id": "variant name - Putih, 36x58x70",
17                        "image_url":
"https://images.renos.id/staging/assets/portal-
assets/2812/product/images/46bcc18-cdc2-4d84-8187-
643b23688aa8_20250710191930.webp",
18                        "product_url": "https://www.renos.id/p/malika-home-
decor/desk-desktop-n18-meja-desk-meja-desktop-drawer-laptop-meja-
komputer-meja-belajar-meja-kerja-meja-gaming-meja-pc-meja-laptop?
source=home_flash%20sale",
19                        "quantity": 2,
20                        "price": 40000,
21                        "full_price": 60000,
22                        "category_lv1": "Rumah Tangga",
23                        "category_lv2": "Furniture",
24                        "category_lv3": "Meja Kerja",
25                        "metadata": {
26                            "seller_type": "AUTHORIZED",
27                            "seller_status": "Aktif", -- if there is a "Fake Order"
or any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
28                            "brand": "Malika Home Decor"
29                        }
30                    }
31                ],
32                "source": "https://www.renos.id/",
33                "metadata": {}
34            }
35        }
36    ]
37 }

```

AA) Custom Event: **ecommerce.checkout_started (HALTED LET's DO THIS IN PHASE 2?)**

Fired when: user open the checkout page

Only applicable for APP. For web, marketing team can utilise GTM using existing gtm custom event

Please see the official documentation here: [@eCommerce Recommended Events](#)

Data payload example on android

```
1 JSONArray products = new JSONArray();
2
3 JSONObject product = new JSONObject()
4     .put("product_id", "c04587495873597")
5     .put("product_name", "desk desktop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70")
6     .put("variant_id", "variant name - Putih, 36x58x70")
7     .put("quantity", 2)
8     .put("price", 40000)
9     .put("full_price", 60000)
10    .put("category_lv1", "Rumah Tangga")
11    .put("category_lv2", "Furniture")
12    .put("category_lv3", "Meja Kerja")
13    .put("metadata", new JSONObject()
14        .put("seller_type", "AUTHORIZED")
15        .put("seller_status", "Aktif") -- if there is a "Fake Order"
or any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
16        .put("brand", "Malika Home Decor")));
17
18 JSONObject product = new JSONObject()
19     .put("product_id", "c04587495873597")
20     .put("product_name", "desk desktop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70")
21     .put("variant_id", "variant name - Putih, 36x58x70")
22     .put("quantity", 1)
23     .put("price", 70000)
24     .put("full_price", 90000)
25     .put("category_lv1", "Rumah Tangga")
26     .put("category_lv2", "Furniture")
27     .put("category_lv3", "Meja Kerja")
28     .put("metadata", new JSONObject()
29         .put("seller_type", "AUTHORIZED")
30         .put("seller_status", "Aktif") -- if there is a "Fake Order"
or any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
31         .put("brand", "Malika Home Decor")));
32
33 products.put(product);
34
35 BrazeProperties properties = new BrazeProperties()
36     .addProperty("checkout_id", "checkout_abc123") -- transaction id
if any
37     .addProperty("cart_id", "cart_12345") -- lets use user id?
38     .addProperty("total_value", 150000) -- sum quantity dikali price
39     .addProperty("currency", "USD") -- let's hardcode this with USD
as per Braze team's suggestion
40     .addProperty("products", products)
41     .addProperty("source", "https://www.renos.id")
42     .addProperty("metadata", new JSONObject()
43         .put("checkout_url", "https://www.renos.id/checkout"));
44
45 Braze.getInstance(context).logCustomEvent("ecommerce.checkout_started"
, properties);
```

Data payload example on SWIFT

```
1 let products: [[String: Any]] = [
2     [
3         "product_id": "c04873294739487",
4         "product_name": "desk desktop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70",
5         "variant_id": "variant name - Putih, 36x58x70",
```

```

6      "quantity": 2,
7      "price": 40000,
8      "full_price": 60000,
9      "category_lv1", "Rumah Tangga",
10     "category_lv2", "Furniture",
11     "category_lv3", "Meja Kerja",
12     "metadata": [
13         "seller_type": "AUTHORIZED",
14         "seller_status": "Aktif", -- if there is a "Fake Order" or
any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
15         "brand": "Malika Home Decor"
16     ]
17   ],
18   [
19     "product_id": "c04873294739487",
20     "product_name": "desk deskstop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70",
21     "variant_id": "variant name - Putih, 36x58x70",
22     "quantity": 1,
23     "price": 70000,
24     "full_price": 90000,
25     "category_lv1", "Rumah Tangga",
26     "category_lv2", "Furniture",
27     "category_lv3", "Meja Kerja",
28     "metadata": [
29         "seller_type": "AUTHORIZED",
30         "seller_status": "Aktif", -- if there is a "Fake Order" or
any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
31         "brand": "Malika Home Decor"
32     ]
33   ]
34 ]
35
36 let properties: [String: Any] = [
37   "checkout_id": "checkout_abc123", -- transaction id if any
38   "cart_id": "cart_12345", -- kita pakai user id aja?
39   "total_value": 150000, -- quantity dikali price
40   "currency": "USD", -- pakai USD aja mengikuti kata tim Braze
41   "products": products,
42   "source": "https://www.renos.id/",
43   "metadata": [
44     "checkout_url": "https://checkout.braze-audio.com/abc123"
45   ]
46 ]
47
48 AppDelegate.braze?.logCustomEvent(name: "ecommerce.checkout_started",
properties: properties)

```

data payload example on API call

```

1 {
2   "events": [
3     {
4       "external_id": "9748",
5       "app_id": "your_app_identifier",
6       "name": "ecommerce.checkout_started",
7       "time": "2024-01-15T09:25:45Z",
8       "properties": {
9         "product_id": "c0947928746",
10        "cart_id": "9748", -- kita pakai user id aja?
11        "total_value": 150000, -- quantity dikali price
12        "currency": "USD", -- pakai USD aja mengikuti saran tim Braze
13        "products": [
14          {
15            "product_id": "c0947928746",
16            "product_name": "desk deskstop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70",

```

```

17         "variant_id": "variant name - Putih, 36x58x70",
18         "quantity": 2,
19         "price": 40000,
20         "category_lv1", "Rumah Tangga",
21         "category_lv2", "Furniture",
22         "category_lv3", "Meja Kerja",
23         "metadata": {
24             "seller_type": "AUTHORIZED",
25             "seller_status": "Aktif", -- if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty
26             "brand": "Malika Home Decor"
27         }
28     },
29     {
30         "product_id": "c0947928746",
31         "product_name": "desk deskstop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70",
32         "variant_id": "variant name - Putih, 36x58x70",
33         "quantity": 1,
34         "price": 70000,
35         "full_price": 90000,
36         "category_lv1", "Rumah Tangga",
37         "category_lv2", "Furniture",
38         "category_lv3", "Meja Kerja",
39         "metadata": {
40             "seller_type": "AUTHORIZED",
41             "seller_status": "Aktif", -- if there is a "Fake
Order" or any other fraud value in Type Fraud column, then mark it as
"Aktif" instead. If there is no fraud value, then mark it as empty
42             "brand": "Malika Home Decor"
43         }
44     }
45 ],
46     "source": "https://www.renos.id/",
47     "metadata": {
48         "checkout_url": "https://www.renos.id/checkout"
49     }
50 }
51 ]
52 ]
53 }

```

AB) Custom Event: `ecommerce.order_placed (HALTED LET's DO THIS IN PHASE 2?)`

Fired when: user click `ya, bayar sekarang` → new logic

Only applicable for APP. For web, marketing team can utilise GTM using existing gtm custom event

Please see the official documentation here: [@eCommerce Recommended Events](#)

the discount will always have this order

- 1) renos coupon
- 2) shipping coupon
- 3) seller coupon

Data payload example on Android

```

1 JSONArray discounts = new JSONArray();
2
3 discounts.put(new JSONObject()
4     .put("code", "HALLOWEEN10")
5     .put("amount", 10000));
6
7 discounts.put(new JSONObject()

```

```

8     .put("code", "ONGKIR20")
9     .put("amount", 20000));
10
11 discounts.put(new JSONObject()
12     .put("code", "SELLER30")
13     .put("amount", 3000));
14
15 JSONArray products = new JSONArray();
16
17 JSONObject product = new JSONObject()
18     .put("product_id", "c04587495873597")
19     .put("product_name", "desk deskstop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70")
20     .put("variant_id", "variant name - Putih, 36x58x70")
21     .put("quantity", 2)
22     .put("price", 40000)
23     .put("full_price", 60000)
24     .put("category_lv1", "Rumah Tangga")
25     .put("category_lv2", "Furniture")
26     .put("category_lv3", "Meja Kerja")
27     .put("metadata", new JSONObject()
28         .put("seller_type", "AUTHORIZED")
29         .put("seller_status", "Aktif") -- if there is a "Fake Order"
or any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
30         .put("brand", "Malika Home Decor"));
31
32 JSONObject product = new JSONObject()
33     .put("product_id", "c04587495873597")
34     .put("product_name", "desk deskstop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70")
35     .put("variant_id", "variant name - Putih, 36x58x70")
36     .put("quantity", 1)
37     .put("price", 70000)
38     .put("full_price", 90000)
39     .put("category_lv1", "Rumah Tangga")
40     .put("category_lv2", "Furniture")
41     .put("category_lv3", "Meja Kerja")
42     .put("metadata", new JSONObject()
43         .put("seller_type", "AUTHORIZED")
44         .put("seller_status", "Aktif") -- if there is a "Fake Order"
or any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
45         .put("brand", "Malika Home Decor"));
46
47 products.put(product);
48
49 BrazeProperties properties = new BrazeProperties()
50     .addProperty("order_id", "transactionid") -- let's put
transaction id here
51     .addProperty("cart_id", "9748") -- let's user user_id?
52     .addProperty("total_value", 90000) -- (sum(quantity dikali
price)) dikurangi total diskon
53     .addProperty("currency", "USD") -- tetep pakai USD aja
54     .addProperty("total_discounts", 60000)
55     .addProperty("discounts", discounts)
56     .addProperty("products", products)
57     .addProperty("source", "https://www.renos.id")
58     .addProperty("metadata", new JSONObject()
59         .put("order_status_url", "https://www.renos.id/order-list")
60         .put("order_number", "ORD-2024-001234") -- kita pakai
transaction id juga aja
61         .put("payment_gateway_names", new JSONArray()
62             .put("BCA Virtual account") -- pakai payment method
63         )
64     );
65
66 Braze.getInstance(context).logCustomEvent("ecommerce.order_placed",
properties);

```

Data payload example on SWIFT

```
1 let discounts: [[String: Any]] = [
2     [
3         "code": "RENO510",
4         "amount": 10000
5     ],
6     [
7         "code": "ONGKIR20",
8         "amount": 20000
9     ],
10    [
11        "code": "SELLER30",
12        "amount": 30000
13    ]
14]
15
16 let products: [[String: Any]] = [
17     [
18         "product_id": "c04873294739487",
19         "product_name": "desk desktop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70",
20         "variant_id": "variant name - Putih, 36x58x70",
21         "quantity": 2,
22         "price": 40000,
23         "full_price": 60000,
24         "category_lv1": "Rumah Tangga",
25         "category_lv2": "Furniture",
26         "category_lv3": "Meja Kerja",
27         "metadata": [
28             "seller_type": "AUTHORIZED",
29             "seller_status": "Aktif", -- if there is a "Fake Order" or
any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
30             "brand": "Malika Home Decor"
31         ]
32     ],
33     [
34         "product_id": "c04873294739487",
35         "product_name": "desk desktop n18 meja desk meja deskstop
drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
PC meja Laptop - Putih, 36x58x70",
36         "variant_id": "variant name - Putih, 36x58x70",
37         "quantity": 1,
38         "price": 70000,
39         "full_price": 90000,
40         "category_lv1": "Rumah Tangga",
41         "category_lv2": "Furniture",
42         "category_lv3": "Meja Kerja",
43         "metadata": [
44             "seller_type": "AUTHORIZED",
45             "seller_status": "Aktif", -- if there is a "Fake Order" or
any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty
46             "brand": "Malika Home Decor"
47         ]
48     ]
49 ]
50
51 let properties: [String: Any] = [
52     "order_id": "RN-2WTT9M0FWKW0", -- kita pakai transaction id
53     "cart_id": "9748", -- kita pakai user id aja ya?
54     "total_value": 90000, -- (sum(quantity dikali price)) dikurangi
total diskon
55     "currency": "USD",
56     "total_discounts": 10.00,
57     "discounts": discounts,
58     "products": products,
59     "source": "https://braze-audio.com",
```

```

60     "metadata": [
61         "order_status_url": "https://www.renos.id/order-list",
62         "order_number": "RN-2WTT9M0FWK0", -- pakai ini aja yak biar
63         seragam
64         "payment_gateway_names": ["BCA VIRTUAL ACCOUNT"]
65     ]
66 ]
67 AppDelegate.braze?.logCustomEvent(name: "ecommerce.order_placed",
68 properties: properties)

```

Data payload example on API

```

1  {
2      "events": [
3          {
4              "external_id": "user_id",
5              "app_id": "your_app_identifier",
6              "name": "ecommerce.order_placed",
7              "time": "2024-01-15T09:35:20Z",
8              "properties": {
9                  "order_id": "RN-880980457", -- pakai RN aja ya?
10                 "cart_id": "9748", -- pakai user id aja ya?
11                 "total_value": 90000, -- (sum(quantity dikali price))
12                 dikurangi total diskon
13                 "currency": "USD",
14                 "total_discounts": 60000,
15                 "discounts": [
16                     {
17                         "code": "RENO$10",
18                         "amount": 10000
19                     },
20                     {
21                         "code": "ONGKIR20",
22                         "amount": 2000
23                     },
24                     {
25                         "code": "SELLER30",
26                         "amount": 30000
27                     }
28                 ],
29                 "products": [
30                     {
31                         "product_id": "c0947928746",
32                         "product_name": "desk deskstop n18 meja desk meja deskstop
33                         drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
34                         PC meja Laptop - Putih, 36x58x70",
35                         "variant_id": "variant name - Putih, 36x58x70",
36                         "quantity": 2,
37                         "price": 40000,
38                         "category_lv1": "Rumah Tangga",
39                         "category_lv2": "Furniture",
40                         "category_lv3": "Meja Kerja",
41                         "metadata": {
42                             "seller_type": "AUTHORIZED",
43                             "seller_status": "Aktif", -- if there is a "Fake
44                             Order" or any other fraud value in Type Fraud column, then mark it as
45                             "Aktif" instead. If there is no fraud value, then mark it as empty
46                             "brand": "Malika Home Decor"
47                         }
48                     },
49                 ],
50                 "product_id": "c0947928746",
51                 "product_name": "desk deskstop n18 meja desk meja deskstop
52                 drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
53                 PC meja Laptop - Putih, 36x58x70",
54                 "variant_id": "variant name - Putih, 36x58x70",
55                 "quantity": 1,
56                 "price": 70000,
57                 "full_price": 90000,
58                 "category_lv1": "Rumah Tangga",
59             }
60         }
61     ]
62 }

```

```

52         "category_lv2", "Furniture",
53         "category_lv3", "Meja Kerja",
54         "metadata": {
55             "seller_type": "AUTHORIZED",
56             "seller_status": "Aktif", -- if there is a "Fake
57             Order" or any other fraud value in Type Fraud column, then mark it as
58             "Aktif" instead. If there is no fraud value, then mark it as empty
59             "brand": "Malika Home Decor"
60         }
61     ],
62     "source": "https://www.renos.id/",
63     "metadata": {
64         "order_status_url": "https://www.renos.id/order-list",
65         "order_number": "RN-7459438758", -- kita pakai RN aja ya
66         "payment_gateway_names": ["BCA VIRTUAL ACCOUNT"]
67     }
68 }
69 ]
70 }

```

AC) Custom Event: ***ecommerce.order_cancelled (HALTED LET's DO THIS IN PHASE 2?)***

Note: This is a new custom event that we think should be sent to Braze so we can make more indepth analysis regarding the purchase pattern and cancel pattern

Fired when: user's order status got changed to cancel

Only applicable for APP. For web, marketing team can utilise GTM using existing gtm custom event

Please see the official documentation here:

https://www.braze.com/docs/user_guide/data/activation/custom_data/recommended_events/ecommerce_events/?tab=ecommerce.order_cancelled&subtab=api%20payload

Data payload example on API

```

1  {
2      "events": [
3          {
4              "external_id": "9748",
5              "app_id": "your_app_identifier",
6              "name": "ecommerce.order_cancelled",
7              "time": "2024-01-15T10:45:15Z",
8              "properties": {
9                  "order_id": "RN-874938749374", -- pakai RN number aja ya
10                 "cancel_reason": "customer changed mind", -- reason cancel if
11                 any
12                 "total_value": 90000,
13                 "currency": "USD", -- tetep USD as per Braze team's
14                 suggestion
15                 "total_discounts": 60000,
16                 "discounts": [
17                     {
18                         "code": "RENO510",
19                         "amount": 1000
20                     },
21                     {
22                         "code": "ONGKIR20",
23                         "amount": 2000
24                     },
25                     {
26                         "code": "SELLER30",
27                         "amount": 3000
28                     }
29                 ],
30                 "products": [
31                     {
32                         "product_id": "c0947928746",
33                         "quantity": 1
34                     }
35                 ]
36             }
37         }
38     ]
39 }

```

```

31         "product_name": "desk desktop n18 meja desk meja deskstop
32 drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
33 PC meja Laptop - Putih, 36x58x70",
34         "variant_id": "variant name - Putih, 36x58x70",
35         "quantity": 2,
36         "price": 40000,
37         "category_lv1", "Rumah Tangga",
38         "category_lv2", "Furniture",
39         "category_lv3", "Meja Kerja",
40         "metadata": {
41             "seller_type": "AUTHORIZED",
42             "seller_status": "Aktif", -- if there is a "Fake
43             Order" or any other fraud value in Type Fraud column, then mark it as
44             "Aktif" instead. If there is no fraud value, then mark it as empty
45             "brand": "Malika Home Decor"
46         },
47     },
48     {
49         "product_id": "c0947928746",
50         "product_name": "desk desktop n18 meja desk meja deskstop
51 drawer laptop Meja Komputer Meja Belajar Meja Kerja meja Gaming meja
52 PC meja Laptop - Putih, 36x58x70",
53         "variant_id": "variant name - Putih, 36x58x70",
54         "quantity": 1,
55         "price": 70000,
56         "full_price": 90000,
57         "category_lv1", "Rumah Tangga",
58         "category_lv2", "Furniture",
59         "category_lv3", "Meja Kerja",
60         "metadata": {
61             "seller_type": "AUTHORIZED",
62             "seller_status": "Aktif", -- if there is a "Fake
63             Order" or any other fraud value in Type Fraud column, then mark it as
64             "Aktif" instead. If there is no fraud value, then mark it as empty
65             "brand": "Malika Home Decor"
66         },
67     },
68 ],
69 ]
70 }

```

1. C. ii. Additional Data on User's Profile

The documentation related updating and tracking user's profile data can be found here:

1. set user ID ([@ Set user IDs through the Braze SDK](#))
2. set user attribute ([@ Set user attributes through the Braze SDK](#))
3. track session ([@ Tracking sessions through the Braze SDK](#))
4. track uninstall ([@ Track uninstalls through the Braze SDK](#))
5. user's tracking via API if needed ([@ User Data Endpoints](#))

Below are the user's profile data that needs to exist at the minimum:

JSON style

```

1 {
2     "First Name": "Charisma", (braze default attribute)
3     "Last Name": "Pamungkas", (braze default attribute)
4     "name": "Charisma Pamungkas", (custom attribute)

```

```
5   "Mobile (Standard)": "+6285710777777",   (braze default attribute)
6   "Email (Standard)": "charisma.rahmat3@gmail.com",   (braze default
attribute)
7   "ID": 334567,   (braze default attribute)
8   "store_name": "krakatoa",   (custom attribute)
9   "store_status": "",   (custom attribute)
10  "buyer_status": "Aktif",   (custom attribute)
11  "Gender": "Male",   (braze default attribute)
12  "Birthdate": "1991-10-10",   (braze default attribute)
13
14  "cart": [ -- new requested on 2025-11-07
15  {
16      "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
17      "sku_brand": "OXIHOM",
18      "variant_name": "S2430 Orange",
19      "sku_sale_price": 47120,
20      "sku_id": "cV09684984065654",
21      "quantity": 2
22      "sku_original_price": 119750,
23      "bundle": false, -- jadiin boolean boleh ya
24      "category_lv1": "Dapur",
25      "category_lv2": "Penyimpanan Makanan",
26      "category_lv3": "Toples Makanan",
27      "seller_type": "Authorized",
28      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
29      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
30      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
31  },
32  {
33      "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
34      "sku_brand": "BUKAN OXIHAM",
35      "variant_name": "BUKAN S2430 Orange",
36      "sku_sale_price": 247120,
37      "sku_id": "cV09684984065600",
38      "quantity": 1
39      "sku_original_price": 119750,
40      "bundle": false, -- jadiin boolean boleh ya
41      "category_lv1": "Dapur",
42      "category_lv2": "Penyimpanan Makanan",
43      "category_lv3": "Toples Makanan",
44      "seller_type": "Authorized",
45      "seller_status": "", --kalau dia fraud, kasih nama "aktif"
46      "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
47      "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
48  },
49  {
50  ....
51  },
52  ....
53 ],
54
55  "wishlist": [ -- new requested on 2025-11-07
56  {
57      "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
58      "sku_brand": "OXIHOM",
59      "variant_name": "S2430 Orange",
60      "sku_sale_price": 47120,
61      "sku_id": "cV09684984065654",
62      "quantity": 2
63      "sku_original_price": 119750,
64      "bundle": false, -- jadiin boolean boleh ya
65      "category_lv1": "Dapur",
```

```

66     "category_lv2": "Penyimpanan Makanan",
67     "category_lv3": "Toples Makanan",
68     "seller_type": "Authorized",
69     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
70     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
71     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
72   },
73   {
74     "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
75     "sku_brand": "BUKAN OXIHAM",
76     "variant_name": "BUKAN S2430 Orange",
77     "sku_sale_price": 247120,
78     "sku_id": "cV09684984065600",
79     "quantity": 1
80     "sku_original_price": 119750,
81     "bundle": false, -- jadiin boolean boleh ya
82     "category_lv1": "Dapur",
83     "category_lv2": "Penyimpanan Makanan",
84     "category_lv3": "Toples Makanan",
85     "seller_type": "Authorized",
86     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
87     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
88     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
89   },
90   {
91     ....
92   },
93   ....
94 ]
95 }
96

```

For Backend Team: send wishlist and cart data

Official documentation regarding updating user's attribute with custom attribute can be found here: [④ API User Attributes Object](#)

If possible, we need to send the list of product that exist in user's cart and wishlist to user's profile. The end result of user's profile might looks like this

```

1 {
2   "cart": [ -- new requested on 2025-11-07
3   {
4     "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
5     "sku_brand": "OXIHAM",
6     "variant_name": "S2430 Orange",
7     "sku_sale_price": 47120,
8     "sku_id": "cV09684984065654",
9     "quantity": 2
10    "sku_original_price": 119750,
11    "bundle": false, -- jadiin boolean boleh ya
12    "category_lv1": "Dapur",
13    "category_lv2": "Penyimpanan Makanan",
14    "category_lv3": "Toples Makanan",
15    "seller_type": "Authorized",
16    "seller_status": "", --kalau dia fraud, kasih nama "aktif"
17    "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"

```

```
18     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
19   },
20   {
21     "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
22     "sku_brand": "BUKAN OXIHAM",
23     "variant_name": "BUKAN S2430 Orange",
24     "sku_sale_price": 247120,
25     "sku_id": "cV09684984065600",
26     "quantity": 1
27     "sku_original_price": 119750,
28     "bundle": false, -- jadiin boolean boleh ya
29     "category_lv1": "Dapur",
30     "category_lv2": "Penyimpanan Makanan",
31     "category_lv3": "Toples Makanan",
32     "seller_type": "Authorized",
33     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
34     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
35     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
36   },
37   {
38     ....
39   },
40   ....
41 ],
42
43 "wishlist": [ -- new requested on 2025-11-07
44   {
45     "sku_name": "Oxihom Toples Plastik Bening Kedap Udara Botol
Minum Plastik Saringan - S2430 Orange",
46     "sku_brand": "OXIHAM",
47     "variant_name": "S2430 Orange",
48     "sku_sale_price": 47120,
49     "sku_id": "cV09684984065654",
50     "quantity": 2
51     "sku_original_price": 119750,
52     "bundle": false, -- jadiin boolean boleh ya
53     "category_lv1": "Dapur",
54     "category_lv2": "Penyimpanan Makanan",
55     "category_lv3": "Toples Makanan",
56     "seller_type": "Authorized",
57     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
58     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
59     "image_url": "https://images.renos.id/staging/portal-
assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
60   },
61   {
62     "sku_name": "BUKAN Oxihom Toples Plastik Bening Kedap Udara
Botol Minum Plastik Saringan - S2430 Orange",
63     "sku_brand": "BUKAN OXIHAM",
64     "variant_name": "BUKAN S2430 Orange",
65     "sku_sale_price": 247120,
66     "sku_id": "cV09684984065600",
67     "quantity": 1
68     "sku_original_price": 119750,
69     "bundle": false, -- jadiin boolean boleh ya
70     "category_lv1": "Dapur",
71     "category_lv2": "Penyimpanan Makanan",
72     "category_lv3": "Toples Makanan",
73     "seller_type": "Authorized",
74     "seller_status": "", --kalau dia fraud, kasih nama "aktif"
75     "URL": "https://www.renos.id/p/oxihom/oxihom-toples-plastik-
bening-kedap-udara-botol-minum-plastik-saringan?
source=home_flash%20sale"
```

```

76     "image_url": "https://images.renos.id/staging/portal-
77     assets/848/product/images/23228cc4-10a7-47b4-b677-a8c86c5e5292.jpg"
78   },
79   ....
80 },
81 ....
82 ]
83 }

```

For Web Team: Data source and Trigger

1) `pageview_metadata` custom event on GTM

This GTM custom event is used to capture user_id, status, and store_name.

Current `pageview_metadata` event on GTM:

```

1 dataLayer.push({
2   event: "pageview_metadata",
3   user_id: "42416",
4   gtm.uniqueEventId: 410
5 })

```

Requested `pageview_metadata` event on GTM (see line 4 and 5):

```

1 dataLayer.push(
2 {
3   event: "pageview_metadata",
4   gtm: {uniqueEventId: 800, start: 1754016591621},
5   email: "charisma.rahmat@gmail.com",
6   user_id: 41416,
7   mobile_phone: 81809180703,
8   birthdate: "1991-12-29",
9   browser_id: "97s8f4g9s78f4g",
10  device_id: "f4a8df466",
11  device_type: "chrome",
12  os: "windows",
13  timestamp: "2025-07-31 13:13:13",
14  first_name: "charisma",
15  last_name: "pamungkas",
16  gender: "male",
17  utm_campaign: "crm_onboarding_2025-08_default_all",
18  utm_content: "",
19  utm_medium: "app-pop-up",
20  utm_source: "growth-crm",
21  utm_term: "",
22  utm_id: "crm_onboarding_2025-08_default_all-2233",
23  sign_up_date: "2023-02-12",
24  store_name: "Toko Faaiz",
25  transaction_status: "ACTIVE",
26  buyer_status: "Aktif", -- pls add {{if there is a "Fake Order" or
any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty}}
27 }
28 )

```

2) `set_user_profile` custom event on GTM

Current `set_user_profile` event on GTM:

```

1 dataLayer.push({
2   event: "set_user_profile",
3   birthdate: "29-12-1991",
4   email: "charisma.rahmat3@gmail.com",
5   user_id: 42416,

```

```

6   first_name: "charisma",
7   user_phone_number: null,
8   gender: "Laki-Laki",
9   sign_up_date: "2024-01-10T09:24:48+07:00",
10  gtm.uniqueEventId: 680
11 }

```

Requested `set_user_profile` event on GTM:

```

1 {
2   event: "set_user_profile",
3   gtm: {uniqueEventId: 800, start: 1754016591621},
4   email: "charisma.rahamat@gmail.com",
5   user_id: 41416,
6   mobile_phone: 81809180703,
7   birthdate: "1991-12-29",
8   browser_id: "97s8f4g9s78f4g",
9   device_id: "f4a8df466",
10  device_type: "chrome",
11  os: "windows",
12  timestamp: "2025-07-31 13:13:13",
13  first_name: "charisma",
14  last_name: "pamungkas",
15  gender: "male",
16  utm_campaign: "crm_onboarding_2025-08_default_all",
17  utm_content: "",
18  utm_medium: "app-pop-up",
19  utm_source: "growth-crm",
20  utm_term: "",
21  utm_id: "crm_onboarding_2025-08_default_all-2233",
22  sign_up_date: "2023-02-12",
23  store_name: "Toko Faaiz",
24  transaction_status: "ACTIVE",
25  buyer_status: "Aktif", -- pls add {{if there is a "Fake Order" or
any other fraud value in Type Fraud column, then mark it as "Aktif"
instead. If there is no fraud value, then mark it as empty}}
26 }

```

3) `view_item` custom event (halt this please. as I can update it via Braze)

When we trigger `view_item` custom event, these **user's profile** also get updated accordingly

```

1 {
2   "last_view_item_sku_brand": "Soebi Antiq",
3   "last_view_item_category_lv1": "Layanan Manajemen Bangunan",
4   "last_view_item_category_lv2": "Jasa Perawatan Kebersihan",
5   "last_view_item_category_lv3": "Layanan Kebersihan Umum",
6   "last_view_item_sku_image_url":
"https://images.renos.id/assets/portal-
assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg",
7   "last_view_item_sku_name": "Voucher Pinhome Service - Home Cleaning
with Tools 1.5 Jam",
8   "last_view_item_sku_URL": "https://www.renos.id/p/ab/rangkaian-
bunga-anggrek-latex-jumbo-2-cabang-dekorasi-rumah-rb6130?
utm_campaign=crm_xxxxxxx",
9   "last_view_item_sku_original_price": 24000,
10  "last_view_item_sku_sale_price": 22000,
11  "last_view_item_seller_type": "Authorized",
12  "last_view_item_seller_status": ""
13 }

```

4) `add_to_cart` custom event (halt this please. as I can update it via Braze)

When we trigger `add_to_cart` custom event, these **user's profile** also get updated accordingly

```

1 {
2   "last_add_to_cart_sku_brand": "Soebi Antiq",
3   "last_add_to_cart_category_lv1": "Layanan Manajemen Bangunan",
4   "last_add_to_cart_category_lv2": "Jasa Perawatan Kebersihan",
5   "last_add_to_cart_category_lv3": "Layanan Kebersihan Umum",
6   "last_add_to_cart_sku_image_url":
7     "https://images.renos.id/assets/portal-
8 assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg",
10  "last_add_to_cart_sku_name": "Voucher Pinhome Service - Home
11 Cleaning with Tools 1.5 Jam",
12  "last_add_to_cart_sku_URL": "https://www.renos.id/p/ab/rangkaian-
13 bunga-anggrek-latex-jumbo-2-cabang-dekorasi-rumah-rb6130?
utm_campaign=crm_xxxxxxx",
14  "last_add_to_cart_sku_original_price": 24000,
15  "last_add_to_cart_sku_sale_price": 22000,
16  "last_add_to_cart_seller_type": "Authorized",
17  "last_add_to_cart_seller_status": ""
18 }

```

5) **add_to_wishlist** custom event (halt this please. as I can update it via Braze)

When we trigger `add_to_cart` custom event, these **user's profile** also get updated accordingly

```

1 {
2   "last_add_to_wishlist_sku_brand": "Soebi Antiq",
3   "last_add_to_wishlist_category_lv1": "Layanan Manajemen Bangunan",
4   "last_add_to_wishlist_category_lv2": "Jasa Perawatan Kebersihan",
5   "last_add_to_wishlist_category_lv3": "Layanan Kebersihan Umum",
6   "last_add_to_wishlist_sku_image_url":
7     "https://images.renos.id/assets/portal-
8 assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg",
8   "last_add_to_wishlist_sku_name": "Voucher Pinhome Service - Home
9 Cleaning with Tools 1.5 Jam",
10  "last_add_to_wishlist_sku_URL":
11    "https://www.renos.id/p/ab/rangkaian-bunga-anggrek-latex-jumbo-2-
12 cabang-dekorasi-rumah-rb6130?utm_campaign=crm_xxxxxxx",
13  "last_add_to_wishlist_sku_original_price": 24000,
14  "last_add_to_wishlist_sku_sale_price": 22000,
15  "last_add_to_wishlist_seller_type": "Authorized",
16  "last_add_to_wishlist_seller_status": ""
17 }

```

6) **begin_checkout** custom event (halt this please. as I can update it via Braze)

When we trigger `begin_checkout` custom event, these **user's profile** also get updated accordingly

```

1 {
2   "last_checkout_sku_brand": [
3     "Soebi Antiq"
4   ],
5   "last_checkout_category_lv1": [
6     "Layanan Manajemen Bangunan"
7   ],
8   "last_checkout_category_lv2": [
9     "Jasa Perawatan Kebersihan"
10  ],
11  "last_checkout_category_lv3": [
12    "Layanan Kebersihan Umum"
13  ],
14  "last_checkout_sku_image_url": [
15    "https://images.renos.id/assets/portal-
16 assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg"
17 ]

```

```

17  "last_checkout_sku_name": [
18    "Voucher Pinhome Service - Home Cleaning with Tools 1.5 Jam"
19  ],
20  "last_checkout_sku_URL": [
21    "https://www.renos.id/p/ab/rangkaian-bunga-anggrek-latex-jumbo-2-
cabang-dekorasi-rumah-rb6130?utm_campaign=crm_xxxxxxx"
22  ],
23  "last_checkout_sku_original_price": [
24    24000
25  ],
26  "last_checkout_sku_sale_price": [
27    22000
28  ],
29  "last_checkout_seller_type": [
30    "Authorized"
31  ],
32  "last_checkout_seller_status": [
33    ""
34  ],
35  "last_checkout_bundle": [
36    "no"
37  ]
38 }

```

7) **purchase** custom event (halt this please, as I can update it via Braze)

When we trigger **purchase** custom event, these **user's profile** also get updated accordingly

```

1  {
2    "last_purchase_sku_brand": [
3      "Soebi Antiq"
4    ],
5    "last_purchase_category_lv1": [
6      "Layanan Manajemen Bangunan"
7    ],
8    "last_purchase_category_lv2": [
9      "Jasa Perawatan Kebersihan"
10     ],
11   "last_purchase_category_lv3": [
12     "Layanan Kebersihan Umum"
13   ],
14   "last_purchase_sku_image_url": [
15     "https://images.renos.id/assets/portal-
assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg"
16   ],
17   "last_purchase_sku_name": [
18     "Voucher Pinhome Service - Home Cleaning with Tools 1.5 Jam"
19   ],
20   "last_purchase_sku_URL": [
21     "https://www.renos.id/p/ab/rangkaian-bunga-anggrek-latex-jumbo-2-
cabang-dekorasi-rumah-rb6130?utm_campaign=crm_xxxxxxx"
22   ],
23   "last_purchase_sku_original_price": [
24     24000
25   ],
26   "last_purchase_sku_sale_price": [
27     22000
28   ],
29   "last_purchase_seller_type": [
30     "Authorized"
31   ],
32   "last_purchase_seller_status": [
33     ""
34   ],
35   "last_purchase_bundle": [
36     "no"
37   ]

```

```
38 }
```

8) **payment** custom event (halt this please. as I can update it via Braze)

When we trigger **payment** custom event, these **user's profile** also get updated accordingly

```
1 {
2   "last_payment_sku_brand": [
3     "Soebi Antiq"
4   ],
5   "last_payment_category_lv1": [
6     "Layanan Manajemen Bangunan"
7   ],
8   "last_payment_category_lv2": [
9     "Jasa Perawatan Kebersihan"
10  ],
11  "last_payment_category_lv3": [
12    "Layanan Kebersihan Umum"
13  ],
14  "last_payment_sku_image_url": [
15    "https://images.renos.id/assets/portal-
assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg"
16  ],
17  "last_payment_sku_name": [
18    "Voucher Pinhome Service - Home Cleaning with Tools 1.5 Jam"
19  ],
20  "last_payment_sku_URL": [
21    "https://www.renos.id/p/ab/rangkaian-bunga-anggrek-latex-jumbo-2-
cabang-dekorasi-rumah-rb6130?utm_campaign=crm_xxxxxxx"
22  ],
23  "last_payment_sku_original_price": [
24    24000
25  ],
26  "last_payment_sku_sale_price": [
27    22000
28  ],
29  "last_payment_seller_type": [
30    "Authorized"
31  ],
32  "last_payment_seller_status": [
33    ""
34  ],
35  "last_payment_bundle": [
36    "no"
37  ]
38 }
```

9) **search_page_success** custom event (halt this please. as I can update it via Braze)

When we trigger **search_page_success** custom event, these **user's profile** also get updated accordingly

```
1 {
2   "last_search_term": "rice cooker",
3   "last_search_URL": "https://www.renos.id/search?q=rice+cooker&page=1"
4 }
```

10) **search_page_fail** custom event (halt this please. as I can update it via Braze)

When we trigger **search_page_fail** custom event, these **user's profile** also get updated accordingly

```
1 {
2   "last_search_term": "kedondong",
3   "last_search_URL": ""
```

```
4 }
```

11) `seller_page_visit` custom event (halt this please. as I can update it via Braze)

When we trigger `seller_page_visit` custom event, these **user's profile** also get updated accordingly

```
1 {
2   "last_seller_image_url":
3     "https://images.renos.id/store/store_img_54840.png",
4   "last_seller_page_name": "Jualelektronik.com"
5 }
```

For App Team: Data Output and Trigger

The documentation related updating and tracking user's profile data can be found here:

1. set user ID ([@ Set user IDs through the Braze SDK](#))
2. set user attribute ([@ Set user attributes through the Braze SDK](#))
3. track session ([@ Tracking sessions through the Braze SDK](#))
4. track uninstall ([@ Track uninstalls through the Braze SDK](#))
5. user's tracking via API if needed ([@ User Data Endpoints](#))

These are the custom user attribute that need to be updated accordingly.

1) User's Identifiable data

```
1 {
2   "First Name": "Charisma", --(braze default attribute. see
setFirstName here: https://braze-inc.github.io/braze-android-sdk/kdoc/braze-android-sdk/com.braze/-braze-user/index.html#-1676547301%2FFunctions%2F-1725759721)
3   "Last Name": "Pamungkas", --(braze default attribute. see
setLastName here: https://braze-inc.github.io/braze-android-sdk/kdoc/braze-android-sdk/com.braze/-braze-user/index.html#1216523585%2FFunctions%2F-1725759721)
4   "name": "Charisma Pamungkas", --(custom attribute yang terdiri dari
{{First Name}} +{{Last Name}})
5   "Phone Number": "+6285710777777", --(braze default attribute. see
setPhoneNumber here: https://braze-inc.github.io/braze-android-sdk/kdoc/braze-android-sdk/com.braze/-braze-user/index.html#53919775%2FFunctions%2F-1725759721)
6   "Email": "charisma.rahmat3@gmail.com", --(braze default attribute.
see setEmail here: https://braze-inc.github.io/braze-android-sdk/kdoc/braze-android-sdk/com.braze/-braze-user/index.html#1198931642%2FFunctions%2F-1725759721)
7   "ID": 334567, --(braze default attribute . use Braze changeUser()
function. see here:
https://www.braze.com/docs/developer\_guide/analytics/setting\_user\_ids/#about-anonymous-users)
8   "store_name": null, --(braze custom attribute)
9   "store_status": "", -- (braze custom attribute) kalau dia masuk
dalam black list tim fraud/legal, beri dia tanda "Aktif"
10  "buyer_status": "Aktif" --(braze custom attribute) kalau dia masuk
dalam black list tim fraud/legal, beri dia tanda "Aktif"
11  "Gender": "Male", --(braze default attribute. see setGender here:
https://js.appboycdn.com/web-sdk/latest/doc/classes/braze.user.html#setgender or here
https://braze-inc.github.io/braze-android-sdk/kdoc/braze-android-sdk/com.braze/-braze-user/index.html#-1497841539%2FFunctions%2F-1725759721)
12  "Birthdate": "1991-10-10", --(braze default attribute. See
setDateOfBirth here: https://braze-inc.github.io/braze-android-sdk/kdoc/braze-android-sdk/com.braze/-braze-user/index.html#-169737244%2FFunctions%2F-1725759721)
```

Out of the data above, we have braze default attribute. In that case, the JSON key format doesn't matter as it will automatically follow Braze's naming formatting. The default attribute are:

- First Name
- Last Name
- Phone Number
- Email
- ID
- Gender
- Birthdate

Whereas, the braze custom attribute key have to match the naming convention on the json file

The data above are updated accordingly whenever possible. For reference, these are the website triggers that we use to update user's profile attribute with those info.

1. sign-up
2. login
3. logout
4. homepage
5. search_page_success
6. search_page_fail
7. seller_page_visit
8. promo_page
9. category_page
10. view_item
11. add_to_cart
12. remove_from_cart
13. add_to_wishlist
14. remove_from_wishlist
15. begin_checkout
16. add_shipping_info
17. add_payment_method
18. select_promotion
19. purchase
20. payment
21. view_cart
22. wishlist_collection

Although, it's fine as well if app team has different triggers. For instance, whenever user or fraud/legal team update those data, then we trigger the process to update user's attribute.

2) `view_item` custom event (halt this please. as I can update it via Braze)

When we trigger `view_item` custom event, these **user's profile** also get updated accordingly

```
1 {
2   "last_view_item_sku_brand": "Soebi Antiq",
3   "last_view_item_category_lv1": "Layanan Manajemen Bangunan",
4   "last_view_item_category_lv2": "Jasa Perawatan Kebersihan",
5   "last_view_item_category_lv3": "Layanan Kebersihan Umum",
6   "last_view_item_sku_image_url":
7     "https://images.renos.id/assets/portal-
8 assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
9 9c4cd9abb78_20250224041402.jpg",
10  "last_view_item_sku_name": "Voucher Pinhome Service - Home Cleaning
11 with Tools 1.5 Jam",
12  "last_view_item_sku_URL": "https://www.renos.id/p/ab/rangkaian-
13 bunga-anggrek-latex-jumbo-2-cabang-dekorasi-rumah-rb6130?
utm_campaign=crm_xxxxxxx",
14  "last_view_item_sku_original_price": 24000,
15  "last_view_item_sku_sale_price": 22000,
16  "last_view_item_seller_type": "Authorized",
17  "last_view_item_seller_status": ""
18 }
```

3) `add_to_cart` custom event (halt this please. as I can update it via Braze)

When we trigger `add_to_cart` custom event, these **user's profile** also get updated accordingly

```
1 {
2   "last_add_to_cart_sku_brand": "Soebi Antiq",
3   "last_add_to_cart_category_lv1": "Layanan Manajemen Bangunan",
4   "last_add_to_cart_category_lv2": "Jasa Perawatan Kebersihan",
5   "last_add_to_cart_category_lv3": "Layanan Kebersihan Umum",
6   "last_add_to_cart_sku_image_url":
7     "https://images.renos.id/assets/portal-
8 assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
9 9c4cd9abb78_20250224041402.jpg",
10  "last_add_to_cart_sku_name": "Voucher Pinhome Service - Home
11 Cleaning with Tools 1.5 Jam",
12  "last_add_to_cart_sku_URL": "https://www.renos.id/p/ab/rangkaian-
13 bunga-anggrek-latex-jumbo-2-cabang-dekorasi-rumah-rb6130?
utm_campaign=crm_xxxxxxx",
14  "last_add_to_cart_sku_original_price": 24000,
15  "last_add_to_cart_sku_sale_price": 22000,
16  "last_add_to_cart_seller_type": "Authorized",
17  "last_add_to_cart_seller_status": ""
18 }
```

4) `add_to_wishlist` custom event (halt this please. as I can update it via Braze)

When we trigger `add_to_cart` custom event, these **user's profile** also get updated accordingly

```
1 {
2   "last_add_to_wishlist_sku_brand": "Soebi Antiq",
3   "last_add_to_wishlist_category_lv1": "Layanan Manajemen Bangunan",
4   "last_add_to_wishlist_category_lv2": "Jasa Perawatan Kebersihan",
5   "last_add_to_wishlist_category_lv3": "Layanan Kebersihan Umum",
6   "last_add_to_wishlist_sku_image_url":
7     "https://images.renos.id/assets/portal-
8 assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
9 9c4cd9abb78_20250224041402.jpg",
10  "last_add_to_wishlist_sku_name": "Voucher Pinhome Service - Home
11 Cleaning with Tools 1.5 Jam",
12  "last_add_to_wishlist_sku_URL":
13   "https://www.renos.id/p/ab/rangkaian-bunga-anggrek-latex-jumbo-2-
14 cabang-dekorasi-rumah-rb6130?utm_campaign=crm_xxxxxxx",
```

```

9   "last_add_to_wishlist_sku_original_price": 24000,
10  "last_add_to_wishlist_sku_sale_price": 22000,
11  "last_add_to_wishlist_seller_type": "Authorized",
12  "last_add_to_wishlist_seller_status": ""
13 }

```

5) **`begin_checkout`** custom event (halt this please. as I can update it via Braze)

When we trigger `begin_checkout` custom event, these **user's profile** also get updated accordingly

```

1  {
2    "last_checkout_sku_brand": [
3      "Soebi Antiq"
4    ],
5    "last_checkout_category_lv1": [
6      "Layanan Manajemen Bangunan"
7    ],
8    "last_checkout_category_lv2": [
9      "Jasa Perawatan Kebersihan"
10     ],
11   "last_checkout_category_lv3": [
12     "Layanan Kebersihan Umum"
13   ],
14   "last_checkout_sku_image_url": [
15     "https://images.renos.id/assets/portal-
assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg"
16   ],
17   "last_checkout_sku_name": [
18     "Voucher Pinhome Service - Home Cleaning with Tools 1.5 Jam"
19   ],
20   "last_checkout_sku_URL": [
21     "https://www.renos.id/p/ab/rangkaian-bunga-anggrek-latex-jumbo-2-
cabang-dekorasi-rumah-rb6130?utm_campaign=crm_xxxxxxx"
22   ],
23   "last_checkout_sku_original_price": [
24     24000
25   ],
26   "last_checkout_sku_sale_price": [
27     22000
28   ],
29   "last_checkout_seller_type": [
30     "Authorized"
31   ],
32   "last_checkout_seller_status": [
33     ""
34   ],
35   "last_checkout_bundle": [
36     "no"
37   ]
38 }

```

6) **`purchase`** custom event (halt this please. as I can update it via Braze)

When we trigger `purchase` custom event, these **user's profile** also get updated accordingly

```

1  {
2    "last_purchase_sku_brand": [
3      "Soebi Antiq"
4    ],
5    "last_purchase_category_lv1": [
6      "Layanan Manajemen Bangunan"
7    ],
8    "last_purchase_category_lv2": [
9      "Jasa Perawatan Kebersihan"
10     ],

```

```

11  "last_purchase_category_lv3": [
12    "Layanan Kebersihan Umum"
13  ],
14  "last_purchase_sku_image_url": [
15    "https://images.renos.id/assets/portal-
assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg"
16  ],
17  "last_purchase_sku_name": [
18    "Voucher Pinhome Service - Home Cleaning with Tools 1.5 Jam"
19  ],
20  "last_purchase_sku_URL": [
21    "https://www.renos.id/p/ab/rangkaian-bunga-anggrek-latex-jumbo-2-
cabang-dekorasi-rumah-rb6130?utm_campaign=crm_xxxxxxx"
22  ],
23  "last_purchase_sku_original_price": [
24    24000
25  ],
26  "last_purchase_sku_sale_price": [
27    22000
28  ],
29  "last_purchase_seller_type": [
30    "Authorized"
31  ],
32  "last_purchase_seller_status": [
33    ""
34  ],
35  "last_purchase_bundle": [
36    "no"
37  ]
38 }

```

7) **payment** custom event (halt this please. as I can update it via Braze)

When we trigger **payment** custom event, these **user's profile** also get updated accordingly

```

1  {
2    "last_payment_sku_brand": [
3      "Soebi Antiq"
4    ],
5    "last_payment_category_lv1": [
6      "Layanan Manajemen Bangunan"
7    ],
8    "last_payment_category_lv2": [
9      "Jasa Perawatan Kebersihan"
10     ],
11   "last_payment_category_lv3": [
12     "Layanan Kebersihan Umum"
13   ],
14   "last_payment_sku_image_url": [
15     "https://images.renos.id/assets/portal-
assets/2043/product/images/86e3a8e4-d2b6-458c-855c-
99c4cd9abb78_20250224041402.jpg"
16   ],
17   "last_payment_sku_name": [
18     "Voucher Pinhome Service - Home Cleaning with Tools 1.5 Jam"
19   ],
20   "last_payment_sku_URL": [
21     "https://www.renos.id/p/ab/rangkaian-bunga-anggrek-latex-jumbo-2-
cabang-dekorasi-rumah-rb6130?utm_campaign=crm_xxxxxxx"
22   ],
23   "last_payment_sku_original_price": [
24     24000
25   ],
26   "last_payment_sku_sale_price": [
27     22000
28   ],
29   "last_payment_seller_type": [
30     "Authorized"

```

```

31     ],
32     "last_payment_seller_status": [
33       ""
34     ],
35     "last_payment_bundle": [
36       "no"
37     ]
38 }

```

8) **search_page_success** custom event (halt this please. as I can update it via Braze)

When we trigger `search_page_success` custom event, these **user's profile** also get updated accordingly

```

1  {
2    "last_search_term": "rice cooker",
3    "last_search_URL": "https://www.renos.id/search?q=rice+cooker&page=1"
4 }

```

9) **search_page_fail** custom event (halt this please. as I can update it via Braze)

When we trigger `search_page_fail` custom event, these **user's profile** also get updated accordingly

```

1  {
2    "last_search_term": "kedondong",
3    "last_search_URL": ""
4 }

```

10) **seller_page_visit** custom event (halt this please. as I can update it via Braze)

When we trigger `seller_page_visit` custom event, these **user's profile** also get updated accordingly

```

1  {
2    "last_seller_image_url":
3      "https://images.renos.id/store/store_img_54840.png",
4    "last_seller_page_name": "Jualelektronik.com"
}

```

2. Feature Integration

This part will talk mostly about the feature integration, such as content card, push notifications, and recommendations.

2.A. Banner

(previously this part is called content card. but as per 2025-10-14 meeting with Braze team, we will be utilising Banner instead of Content Card)

With Banner, we create a new section without having to overhaul the entire web / app . Developer just need to put a snippet code that has the placement ID on web / app. Then, mkt team will utilise that placement ID on Braze to show the actual HTML so that user will see the it . The HTML itself can be a carousel of a product card or a list of a promo banner. The sky is the limit.

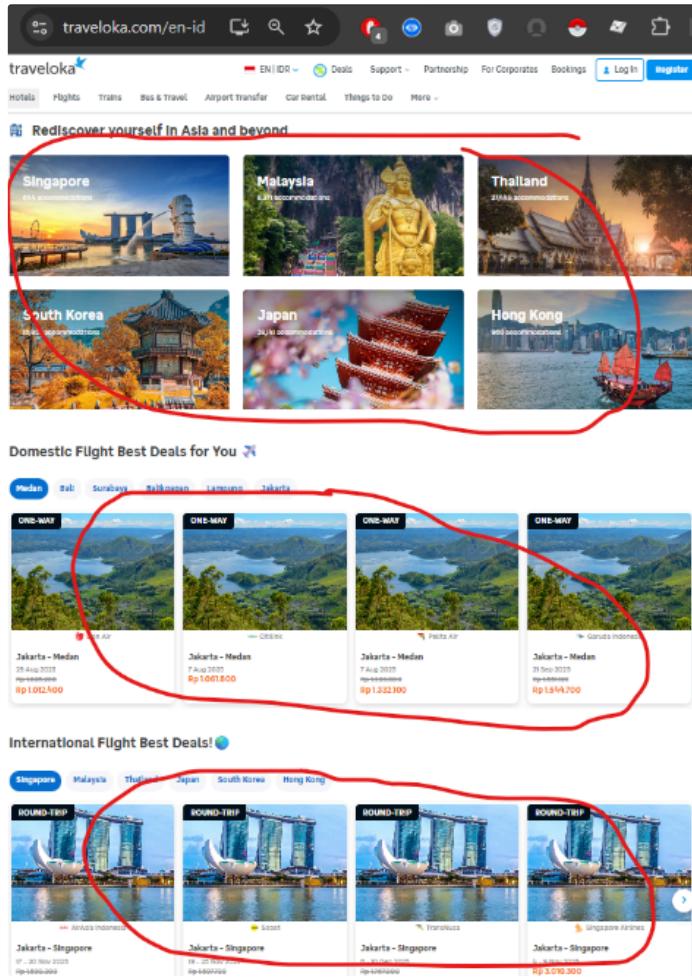
Although, marketing team might need tech / product team's help with the HTML code.

Please find the documentation here: [④ About Banners](#)

To create a placement / section: [Manage Banner placements for the Braze SDK](#)

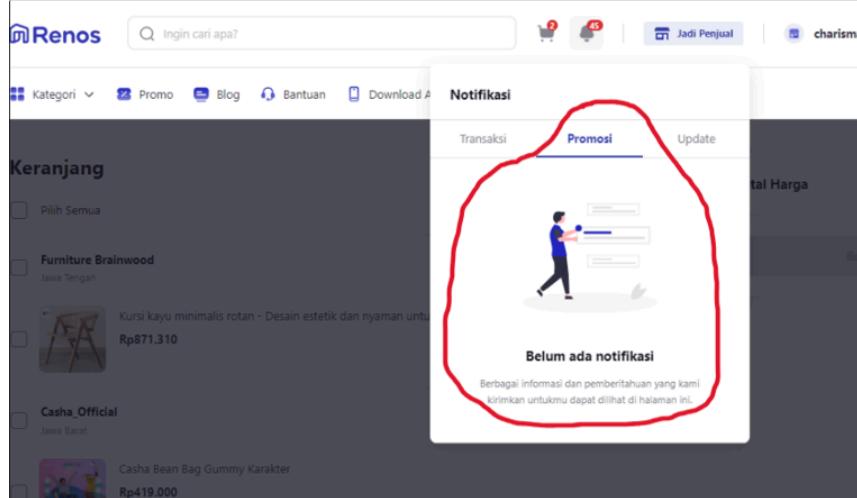
For flutter, please find the documentation here: [Changelogs](#)

for CRM usecase, we need the base card model, image only, captioned image, and classic. In other platform that also use Braze, the banner is this:



With this feature, CRM and marketing team can set logic to show best recommendation based on several logic. On our website, it would be best if we can utilise this on these part of our platform

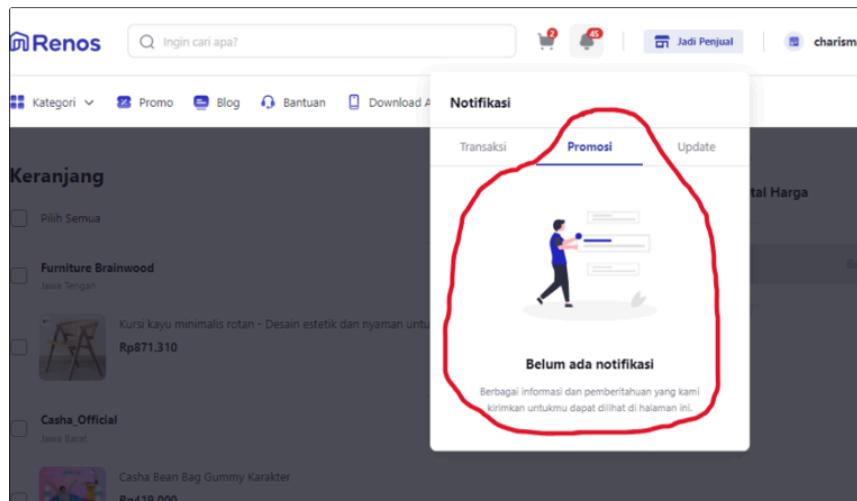
We might also need the content card to be set on the promo tab of our notification bell. This way, we can send a less intrusive promo related message without relying pop-up too much.



a) Promo tab on notification bell

(proposed section name / placement id on web: notification_bell_website)

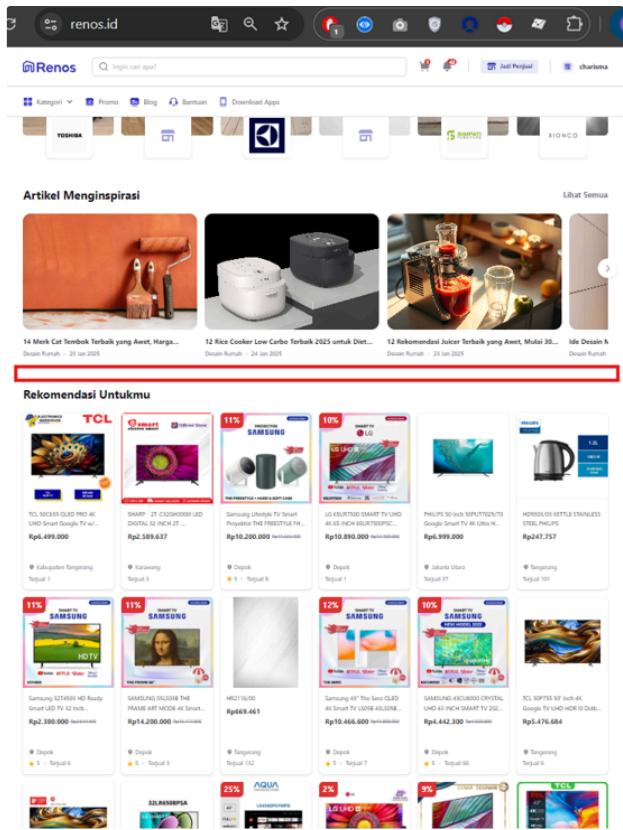
(proposed section name / placement id for app: notification_bell_app)



b) homepage

(proposed section name / placement id on web: home_recco_website)

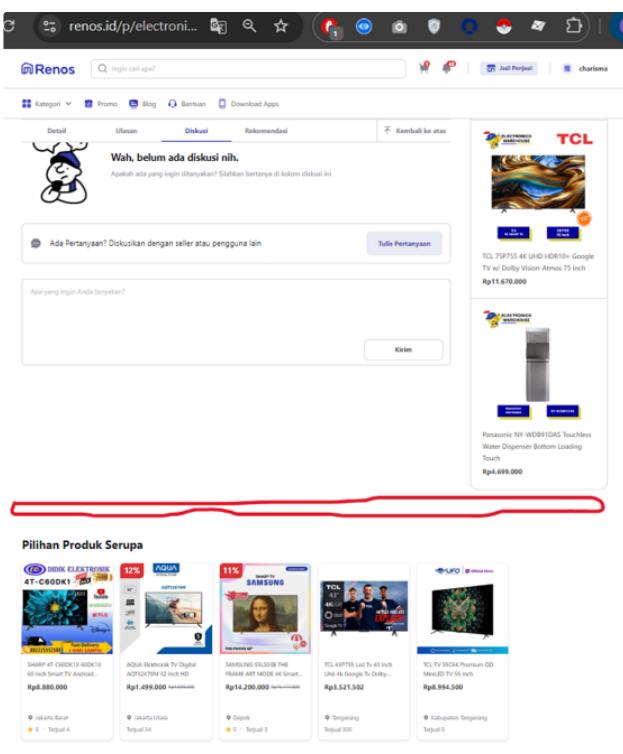
(proposed section name / placement id for app: home_recco_app)



c) product page

(proposed section name / placement id on web: pdp_recco_website)

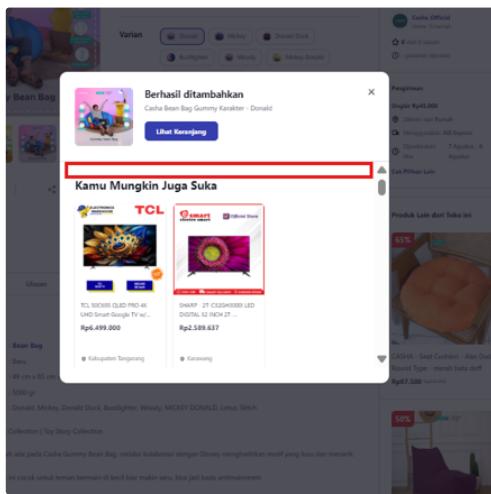
(proposed section name / placement id for app: pdp_recco_app)



d) pop-up yang muncul setelah add to cart

(proposed section name / placement id on web: atc_recco_website)

(proposed section name / placement id for app: atc_recco_app)



e) cart

(proposed section name / placement id on web: cart_recco_website)

(proposed section name / placement id for app: cart_recco_app)

Keranjang

Pilih Semua (2 barang terpilih)

Casha Official

Casha Bean Bag Gummy Karakter

Rp419.000

MisterMurtab

Kemei 1102 Hair Clipper Wireless Alat Mesin Cukur Kumis Jenggot Pria KM 1102-Tanpa Kabel / Elektrik Shaw...

Rp112.000

Beli Wishlist-mu Yuk!

Fresh

Philips 1000 Series Hand Soap Dispenser

Rp21.000

TCL

Smart TV 32 inch

Rp5.689.000

Sharp

Smart TV 32 inch

Rp2.589.637

Samsung

UHD 4K TV 55 inch

Rp10.200.000

Samsung

UHD 4K TV 55 inch

Rp10.890.000

LG

Smart TV 43 inch

Rp4.999.000

Philips

Smart TV 43 inch

Rp4.757

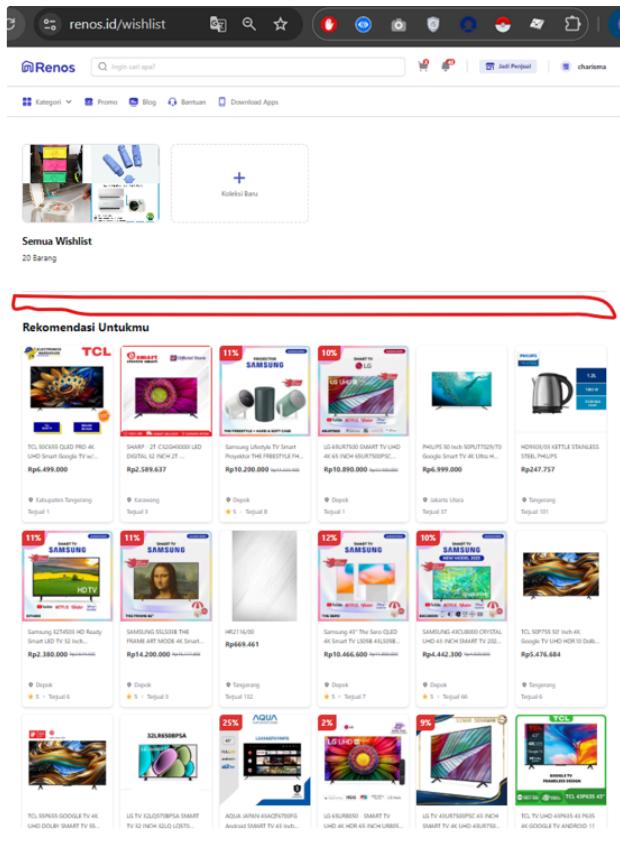
Lihat Semua

Rekomendasi Untukmu

f) wishlist page ((LET'S HOLD THIS POSITION AS WE ONLY HAVE UP TO 10 PLACEMENTs. WE HAVE 5 FOR WEB, AND 5 FOR APP))

(proposed section name / placement id on web: wish_recco_website)

(proposed section name / placement id for app: wish_recco_app)



2.B. Push Notifications

Please find the documentation here: [④ Push notifications for the Braze SDK](#)

The Flutter doc can be found here: https://www.braze.com/docs/developer_guide/push_notifications/?sdktab=flutter

The web doc can be found here: https://www.braze.com/docs/developer_guide/push_notifications/?sdktab=web

2.C. Pop-ups (in braze, it is called In-App Messages)

Even though it is called in-app message (IAM), this comms channel is also available on website.

Please find the documentation here: [④ In-app messages for the Braze SDK](#)

for CRM usecase, we need the slideup, modal, full screen , and custom html in-app message (IAM) to be available

2.D. Product Database

We need to connect our product list to Braze in order to use it on the recommendation logic.

We might be able to do it via API: [④ Catalogs Endpoints](#)

These are the list of column that needs to be available:

1. sku_id
2. sku_name
3. category_lv1
4. category_lv2
5. category_lv3
6. item_url

7. sku_image_url
8. sku_brand (seller name) —→ the seller
9. item_price
10. item_slash_price
11. seller_city
12. seller_province
13. sku_rating
14. terjual

2.E. Feature Flags

CRM team might do A/B test where we test the existence of a feature by comparing the GMV of user who see a feature vs GMV of user who doesn't see a feature. With this case, we need the feature flag so we can create the A/B test flow.

Please find the documentation here to enable the feature flag:

https://www.braze.com/docs/developer_guide/feature_flags/#prerequisites

Note: the A/B test flow will be set by CRM or marketing team

2.F. Logs

CRM might queries or make custom attribution or analysis using Braze's snowflake sql. In order to do that, the logs should be available so that CRM can apply the last touch non direct (LTND), apriori, or other model.

The overall analytics documentation can be found here:

[About Analytics for the Braze SDK](#)

The documentation above covers the way to

- 1) set user ID ([Set user IDs through the Braze SDK](#))
- 2) set user attribute ([Set user attributes through the Braze SDK](#))
- 3) Please find the logging set up for custom event here ([Log custom events through the Braze SDK](#))
- 4) Please find the logging set up for purchase here ([Log purchases through the Braze SDK](#))

IMPORTANT1: we need to log our custom event `purchase` (when user klik "Ya, Bayar Sekarang") with braze purchase log so that we can track the campaign performance.

IMPORTANT2: when logging purchase, the value of `price` property should be the value of our `value` property in GTM Event `set_payment_info` or braze event `purchase`

IMPORTANT3: Please hard code the currency in USD but the value reflect the actual IDR as per Braze team suggestion

IE. user purchase Pisau valued 40000 IDR . We send the currency with USD but the value is 40000. It is needed since braze cannot change the value into other than USD. So any currency other than USD will have its value to be converted. We do not want that since marketing team will use Braze's dashboard as reporting. hence, we do not want the converted value.

Reserved keys

The following keys are reserved and cannot be used as purchase properties:

- time
- product_id
- quantity
- event_name
- **price**
- currency

- 5) Please find the logging set up for content card here ([@ Log Content Card data through the Braze SDK](#))
- 6) Please find the logging set up for IAM here ([@ Log in-app message data through the Braze SDK](#))
- 7) Please find the logging set up for push notif here ([@ Log push notification data through the Braze SDK](#))
- 8) track session ([@ Tracking sessions through the Braze SDK](#))
- 9) track uninstall ([@ Track uninstalls through the Braze SDK](#))

3. References

[@ Braze SDK references, repositories, and sample apps](#)

The requirements in this section are prioritized as follows:

Priority	Rating	Description
1	Critical	
2	High	This project is of high priority nature so we can track user behavior when the integration timeline ends
3	Medium	
4	Low	
5	Future	

User Characteristics & CRUD Analysis:

User	Characteristics	C.R.U.D
Admin	Staff that have responsibilities to generate other user, assigning role to the user for its division only.	C.R.U.D
Manager	Users that have role as manager, that can see all the division reports, change it, and approving report.	C.R.U
VP	User that have abilities to see the report for all the activity within its division	C.R

Staff	User that its roles define by Admin. It will be a daily user of the XYZ	R
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Functional Requirements Specifications

- Detail the project's functional requirements by enumerating the ways in which the current process addresses the issue and by describing the functional requirements necessary to the project's success.

ID AREA	Requirement	Function	Sub-Function

Non-Functional Requirements Specifications

- Detail all non-functional requirements (NFRs) of the project, including such things as features, system behavior, and project characteristics that relate to user experience. Optional but preferred.

Legal Requirements

- Define the legal things that possible in the Projects.

ID	Priority	Description
N/A	N/A	N/A

Appendix

- Include any additional information for reference, including process details, analysis results, studies, third-party examples, etc.

Definitions, Acronyms, Glossaries, and Abbreviations

- If needed, create a list of definitions, acronyms, glossaries, and abbreviations used throughout the BRD document to aid in comprehension.

Terms	Explanation

References

- Provide a list of documents or web pages, including links, which are referenced in the BRD.

No.	Name	Document Number	Date	Published By	Location
1					