

Travel Guard

Microsoft Ads Tags

Prepared by:

Colin Differ and Kyle Adkins
October 2025

www.propellernet.co.uk

[P]

All Content Pages

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',  
'all_content_pages', {});</script>
```

Homepage

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',  
'homepage', {});</script>
```

"Catch All" Prequote Start

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',  
'catch_all_prequote_start', {});</script>  
  
(});</script>
```

Purchase 1: Prequote Start

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',  
'purchase_prequote_start', {});</script>
```

Purchase 2: Traveler Details

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',  
'2_traveler_details', {});</script>
```

Purchase 3: PCT (Pricing Grid)

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',  
'3_pct_pricing_grid', {});</script>
```

Purchase 4: Optional Coverages

[P]

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',
'4_optional_coverage', {});</script>
```

Purchase 5: Personal Details

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',
'5_personal_details', {});</script>
```

Purchase 6: Travel Carriers

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',
'6_travel_carriers', {});</script>
```

Purchase 7: Policy Documentation

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',
'7_policy_documents', {});</script>
```

Purchase 8: Payment

```
<script>window.uetq = window.uetq || [];window.uetq.push('event',
'8_payment', {});</script>
```

Purchase 9: Confirmation (purchase complete)

Please replace revenue_value with totalAmount

[P]

```
<script>window.uetq = window.uetq || [];window.uetq.push('event', '',  
{"revenue_value":Replace_with_Variable_Revenue_Function(),  
"currency":"USD"});</script>
```

[P]

Propellernet
Castle Square House,
9 Castle Square,
Brighton BN1 1EG

01273 760950
info@propellernet.co.uk

www.propellernet.co.uk