



Analytics Pioneers

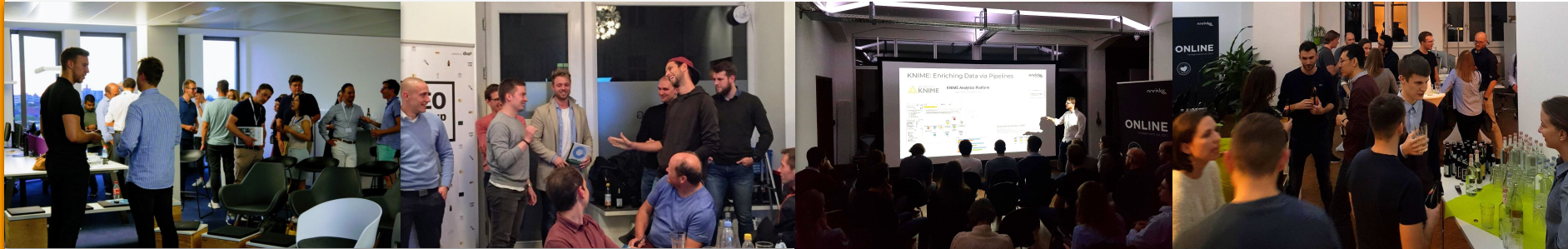
COMMUNITY TRAININGS

First-Party Data Collection mit SSGTM, walker.js und BigQuery

Von der Community für die Community

Analytics Pioneers Community wurde gegründet, um den regelmäßigen Austausch von Ideen, Herausforderungen und Lösungen in der Digital Analytics Community zu fördern.

Wir wollen die Analytics Community in Europa näher zusammenbringen, vernetzen und eine Plattform bieten, auf der Mitglieder voneinander lernen und Spaß haben.

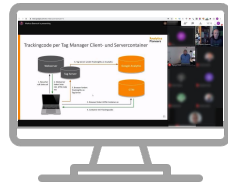


Jeder darf und soll sich einbringen!

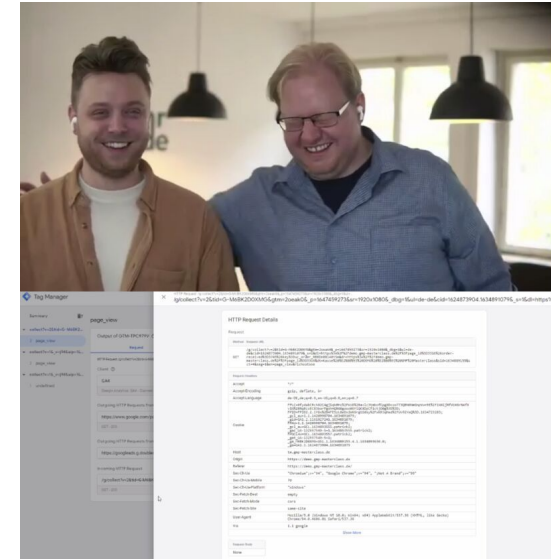
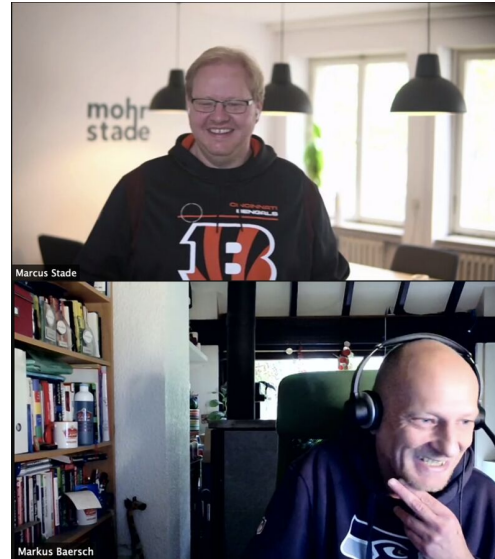
Analytics Pioneers Community



Meetups



**Community
Trainings**



Die Analytics Pioneers finden bereits in 33 Städten statt



BIST DU DER ANALYTICS PIONEER 2023?

REICHE JETZT DEINEN EIGENEN ODER DEN BEITRAG EINES/EINER ANDEREN
FÜR DIE NOMINIERUNG IN EINER DER FOLGENDEN KATEGORIEN EIN!



Einreichungen werden bis zum 31.08.2023 angenommen

**Analytics
Pioneers**



Ihr findet die Slides & Code Beispiele
zu unseren Trainings immer hier:



Achtung: neuer Link!

<https://gitlab.com/mstade81/analytics-pioneers-community-trainings>

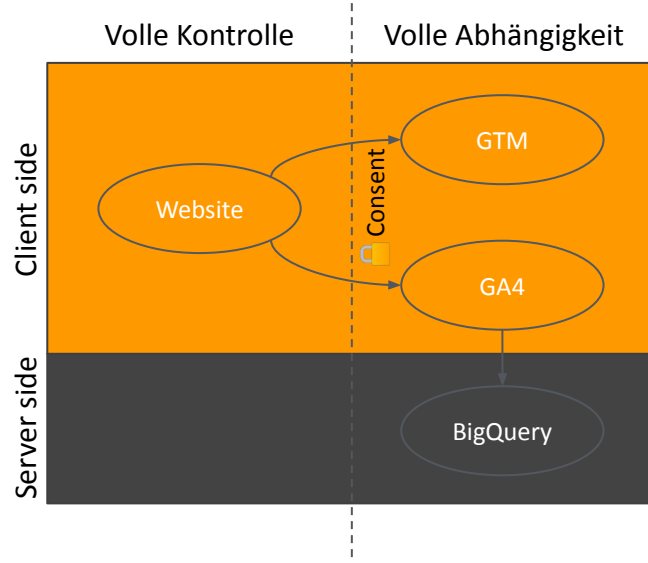
Was ist walker.js?



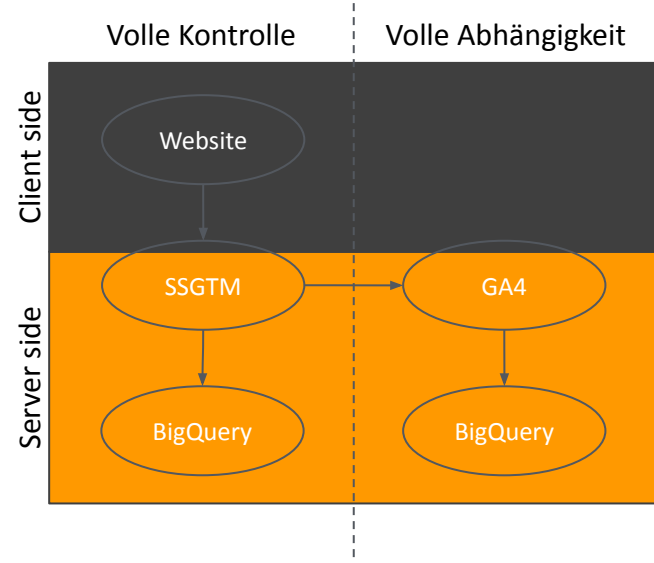
Was wir vorhaben

Und warum das alles?!

Third Party Setup

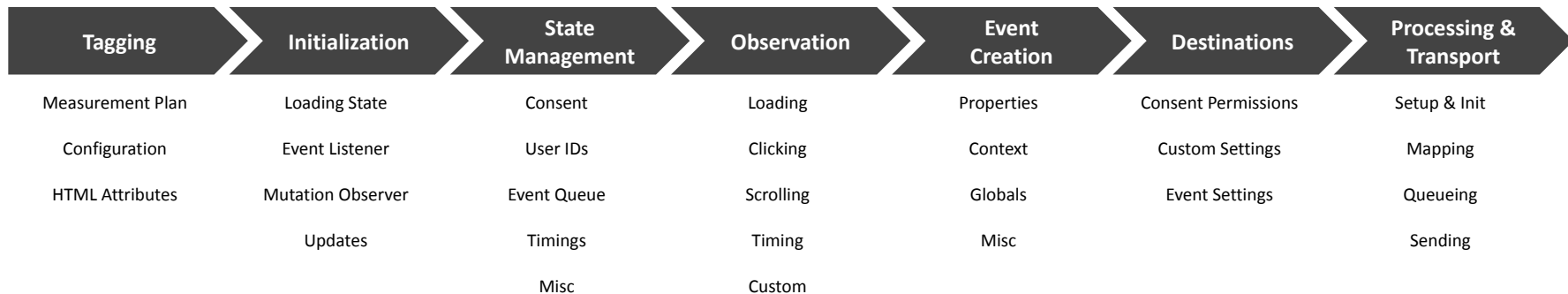


First Party Setup



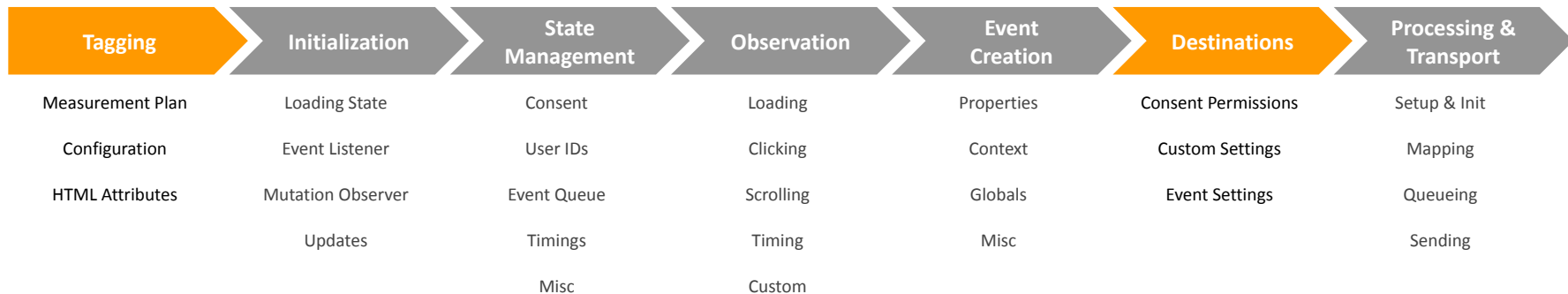
Data collection mit walker.js

Once upon a `dataLayer.push`



Data collection mit walker.js

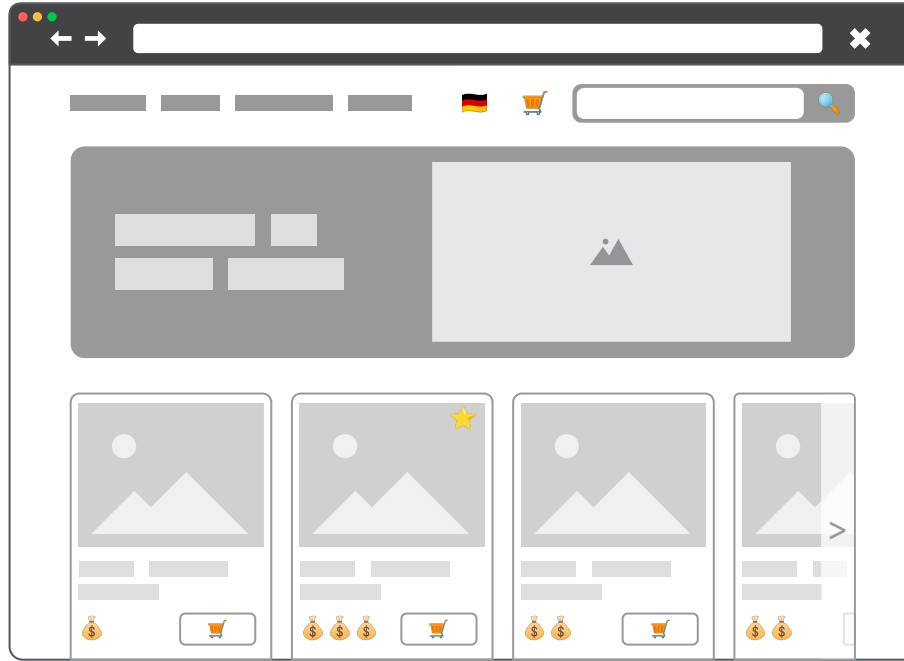
Once upon a `dataLayer.push`



Data collection mit walker.js

Tagging einer Website

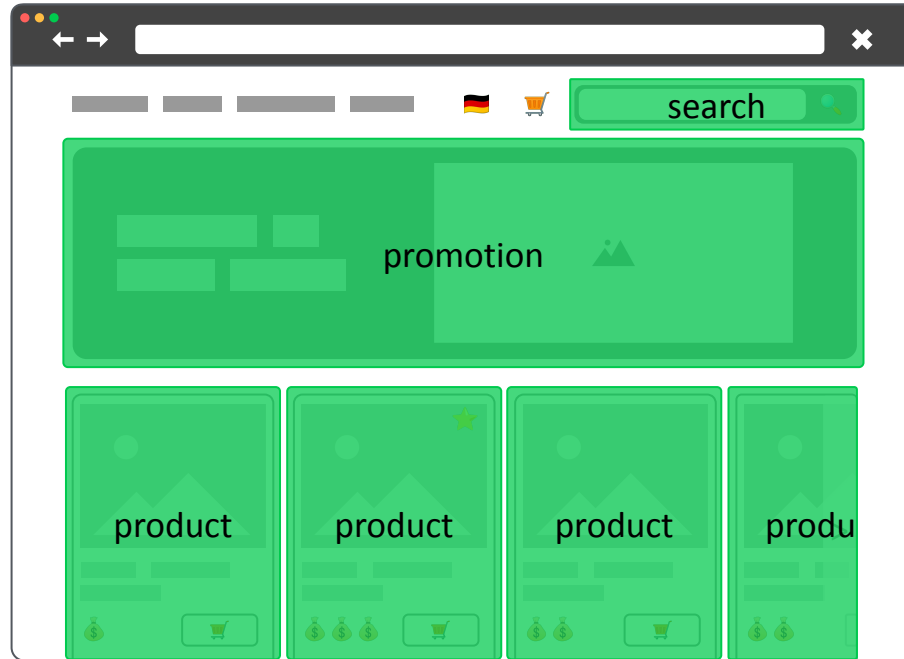
Tagging



Data collection mit walker.js

Tagging einer Website

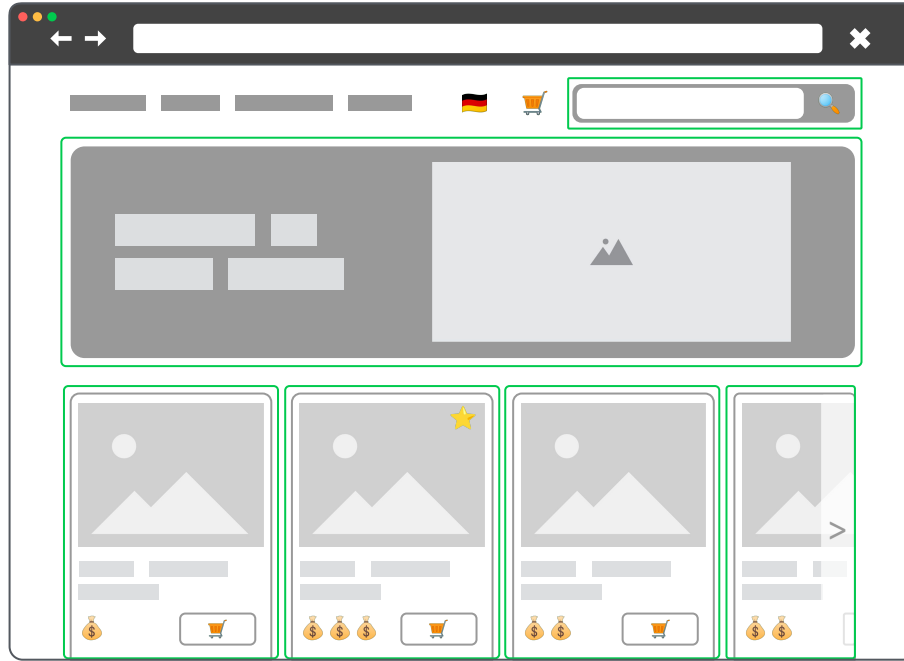
Tagging



Data collection mit walker.js

Tagging einer Website

Tagging

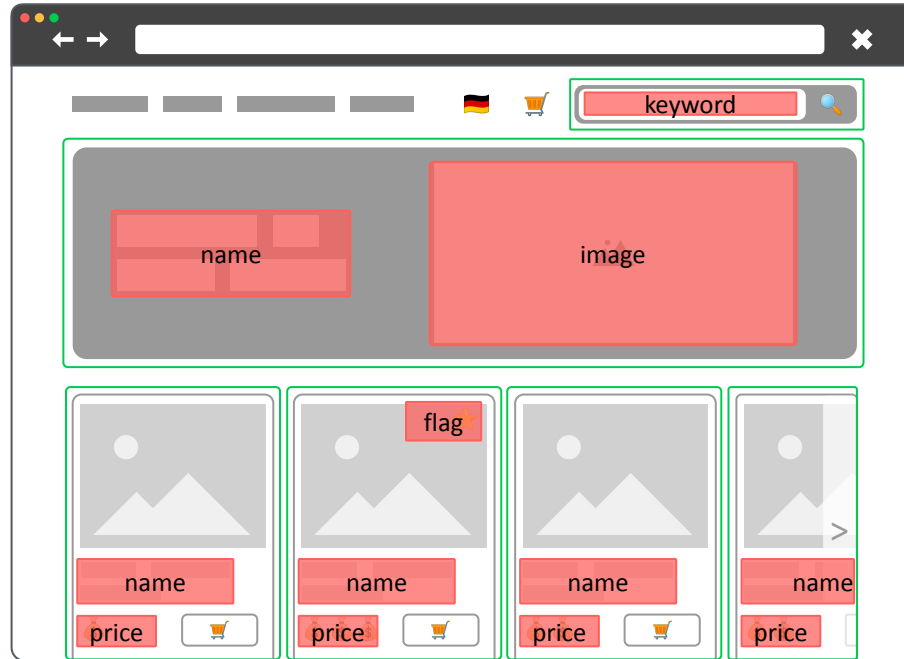


Entity

Data collection mit walker.js

Tagging einer Website

Tagging

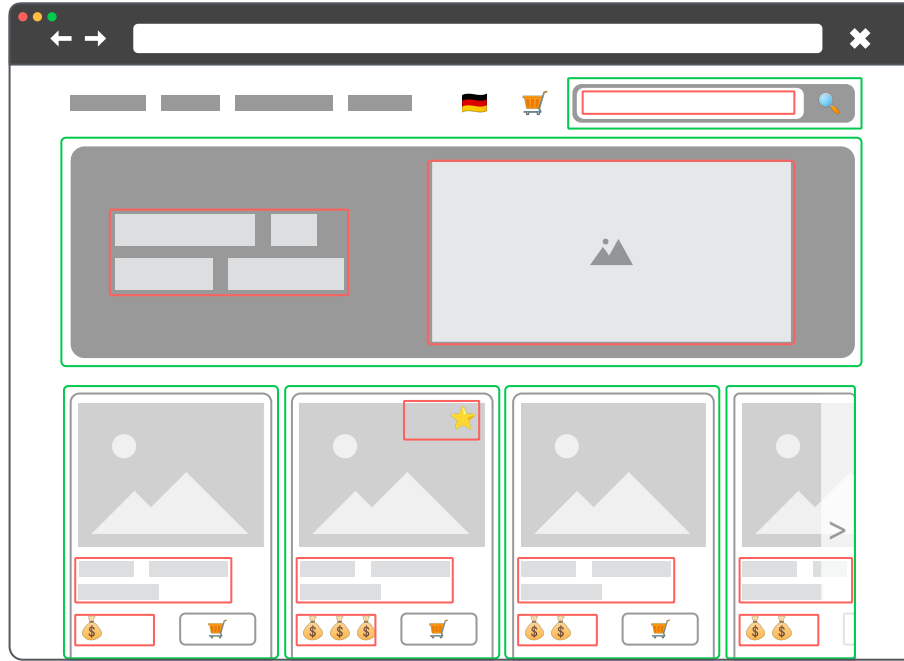


Entity

Data collection mit walker.js

Tagging einer Website

Tagging

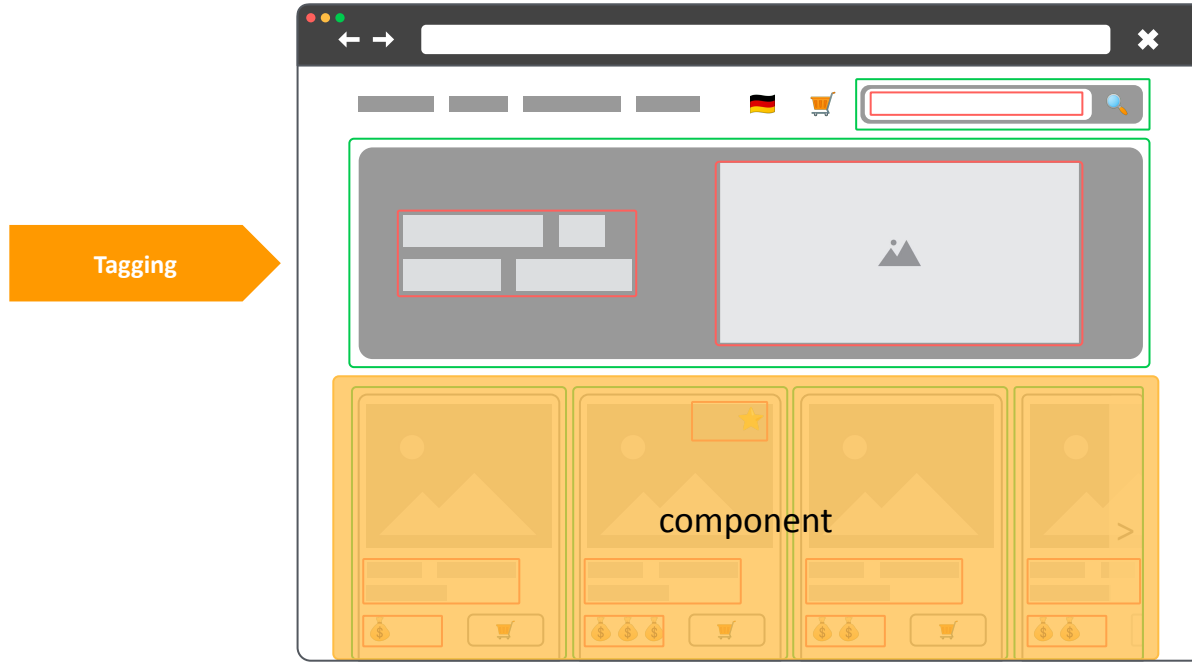


Entity

Property

Data collection mit walker.js

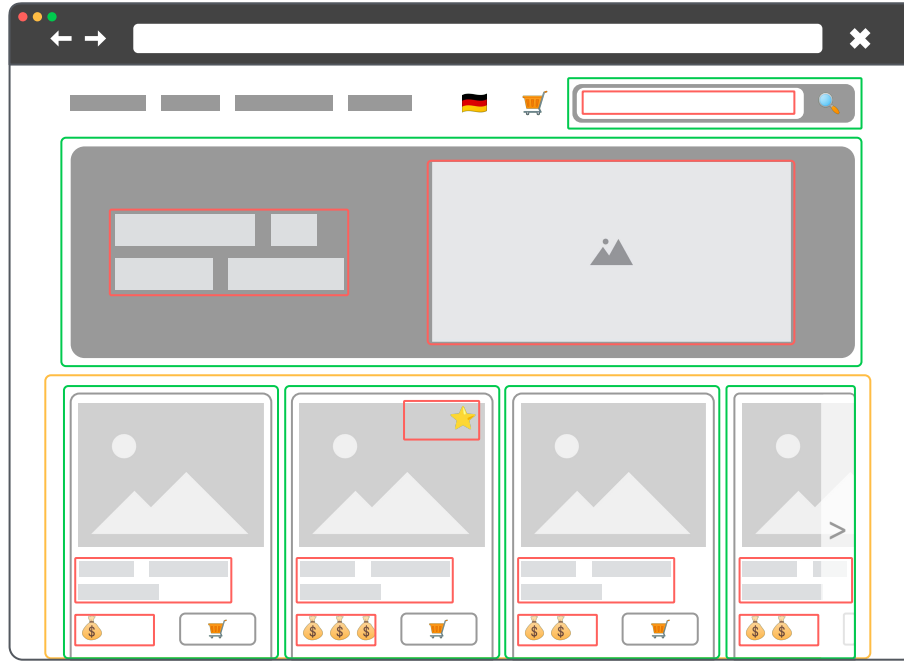
Tagging einer Website



Data collection mit walker.js

Tagging einer Website

Tagging



Context

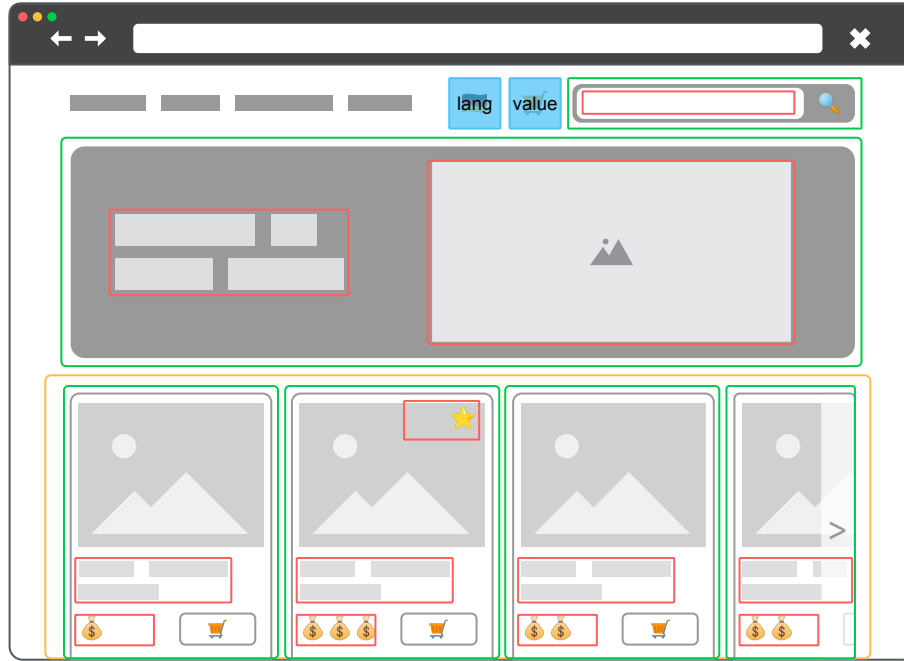
Entity

Property

Data collection mit walker.js

Tagging einer Website

Tagging



Context

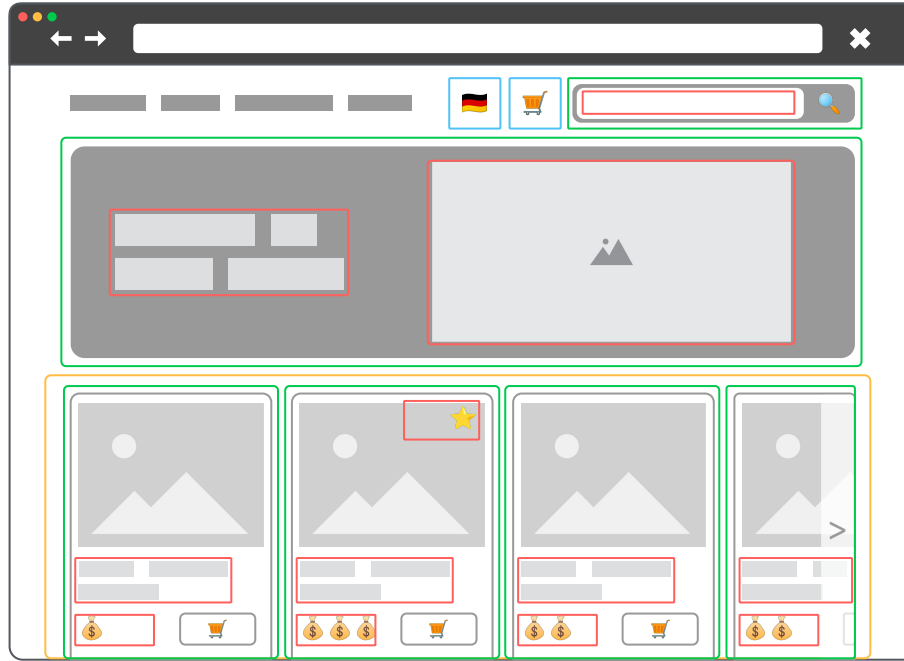
Entity

Property

Data collection mit walker.js

Tagging einer Website

Tagging



Globals

Context

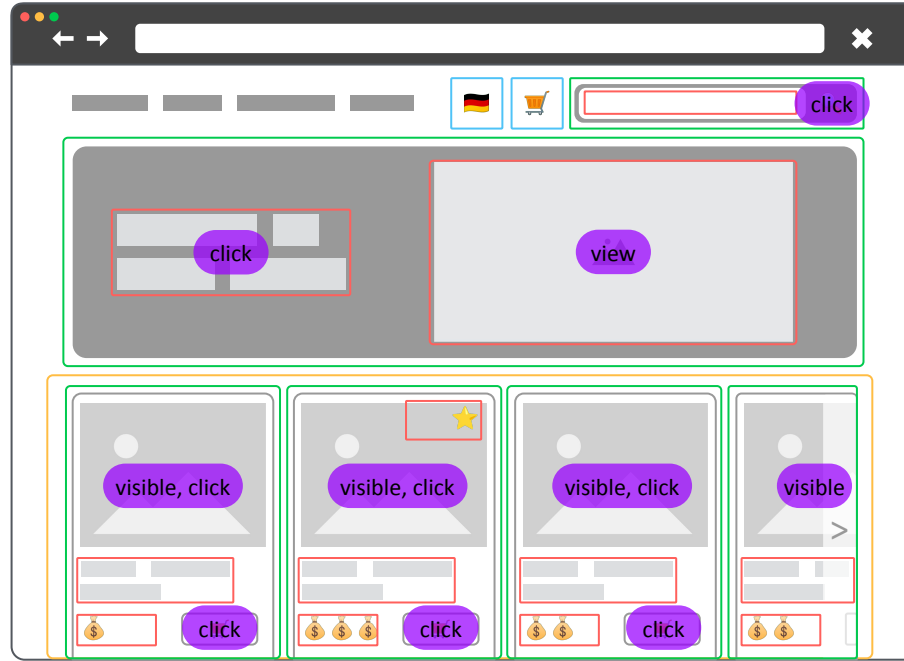
Entity

Property

Data collection mit walker.js

Tagging einer Website

Tagging



Globals

Context

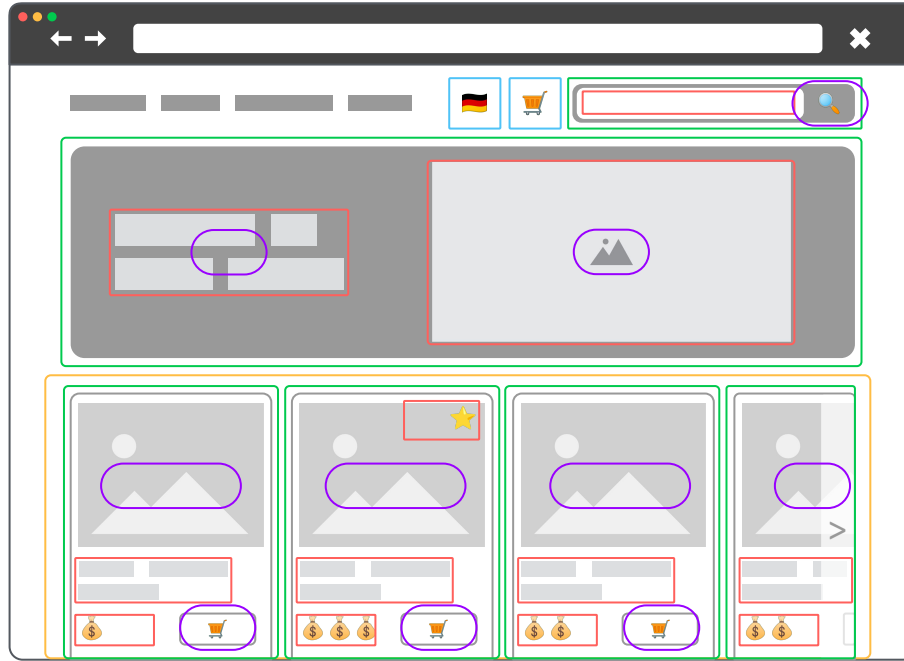
Entity

Property

Data collection mit walker.js

Tagging einer Website

Tagging



Globals

Context

Entity

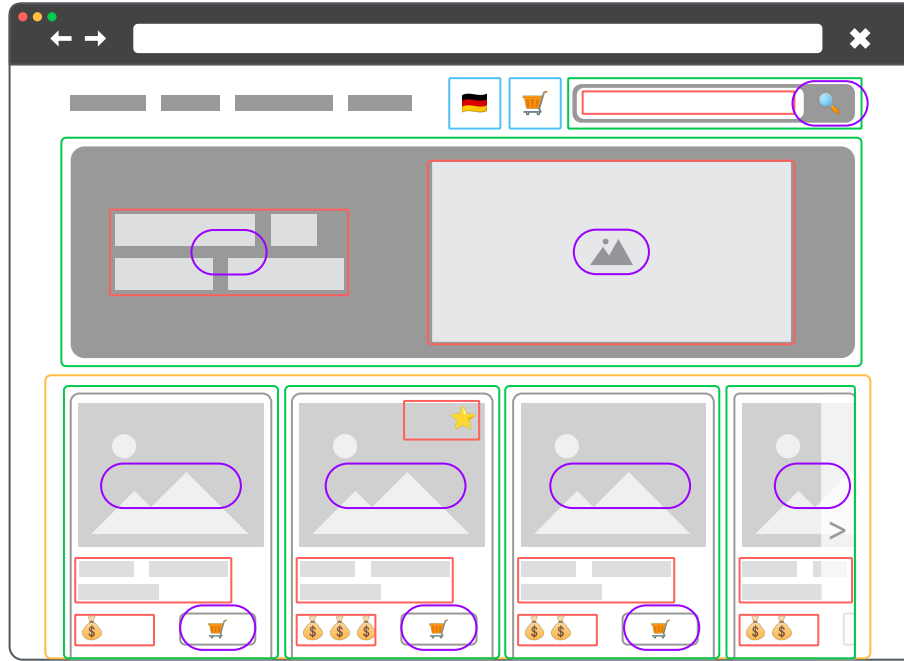
Property

action

Data collection mit walker.js

Tagging einer Website

Tagging



Globals

```
<div data-elbglobals="key:value">
```

Context

```
<div data-elbcontext="key:value">
```

Entity

```
<div data-elb="entity">
```

Property

```
<div data-elb-entity="key:value">
```

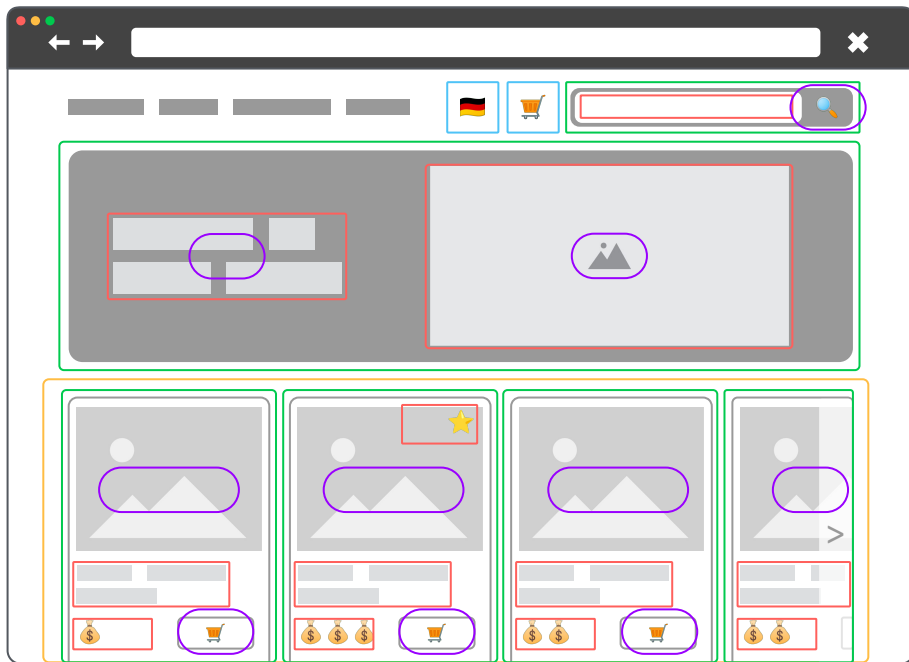
action

```
<div data-elbaction="trigger:action">
```

Data collection mit walker.js

Tagging einer Website

Tagging



Globals

```
<div data-elbglobals="key:value">
```

Context

```
<div data-elbcontext="key:value">
```

Entity

```
<div data-elb="entity">
```

Property

```
<div data-elb-entity="key:value">
```

action

```
<div data-elbaction="trigger:action">
```

search start, promotion visible, promotion click, product visible, product click, product add

Data collection mit walker.js

Tagging einer Website

Tagging

```
{
  event: 'promotion view', // combination of entity and action
  data: {
    // arbitrary set properties with the data-elb-promotion attribute
    name: 'Setting up tracking easily',
    category: 'analytics',
  },
  context: {
    // Related properties defined with the data-elb-context attribute
    test: ['engagement', 0] // Value and order
  },
  globals: {
    // General Properties defined with the data-elb-globals attribute
    language: 'en'
  },
  user: {
    // stored user ids (manually added once)
    id: 'userid',
    device: 'cookieid',
    session: 'sessionid',
  },
  nested: [], // all nested entities within the promotion
  consent: { functional: true }, // status of the consent state(s)
  id: '1647968113641-01b5e2-5', // timestamp, group & count of the event
  trigger: 'visible', // name of the trigger that fired
  entity: 'promotion', // entity name
  action: 'view', // entity action
  timestamp: 1647968113641, // time when the event fired
  timing: 3.14, // how long it took from the page load to trigger the event
  group: '01b5e2', // random group id for all events on a page
  count: 2, // incremental counter of the events on a page
  version: {
    // Helpful when working with raw data
    walker: 1.5, // used walker.js version
    config: 42, // a custom configuration version number
  },
  source: {
    // Origins of the event
    type: 1, // Source type of the event (1=Web)
    id: 'https://github.com/elbwalker/walker.js', // Source id of the event's origin (url)
    previous_id: 'https://www.elbwalker.com/' // Previous source id of the event's origin (referrer)
  },
  walker: true, // flag to filter events
}
```

Home:

<https://www.elbwalker.com/>

Tagging:

<https://docs.elbwalker.com/master/basic-idea>

<https://docs.elbwalker.com/tagging/using-javascript>

“Live Demo”:

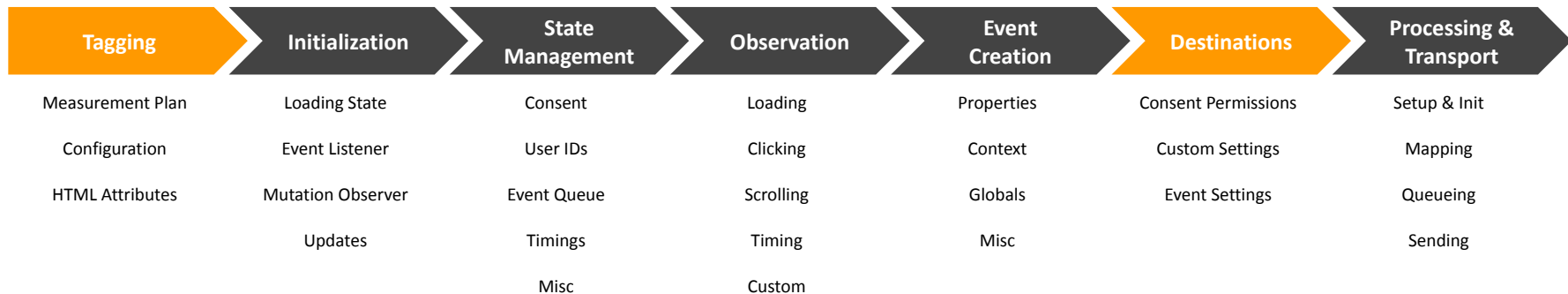
<https://atomkraftwerke24.de/ga4walkerdemo.html>

Repo:

<https://github.com/elbwalker/walker.js>

Data collection mit walker.js

Verteilen der Events



Data collection mit walker.js

Verteilen der Events

```
import { DestinationGoogleGA4 } from '@elbwalker/destination-web-google-ga4';

const config /* : DestinationGoogleGA4.Config */ = {
  // consent: { marketing: true }, // Necessary consent states
  custom: {
    measurementId: 'G-XXXXXX-1', // Required
    // transport_url: '', // optional: endpoint where to send data to
  },
  // init: true, // Skip the initialisation
  // loadScript: true, // Load additional required scripts on init
  mapping: {
    '*': { '*': {} }, // Process all events
    // entity: { action: { name: 'custom_name' } },
    page: { view: { ignore: true } }, // Ignore page view events
  },
};
```

Destinations

Consent Permissions

Custom Settings

Event Settings

Data collection mit walker.js

Verteilen der Events

```
import { DestinationGoogleAds } from '@elbwalker/destination-web-google-ads';

const config /* : DestinationGoogleAds.Config */ = {
  // consent: { marketing: true }, // Necessary consent states
  custom: {
    conversionId: 'AW-123456789', // Ads accounts id used for every conversion
    // currency: 'EUR', // Default currency is EUR
    // defaultValue: 1, // Used default value for conversions
  },
  // init: true, // Skip the initialisation
  // loadScript: true, // Load additional required scripts on init
  mapping: {
    // e.g. order
    entity: {
      // e.g. complete
      action: {
        custom: {
          id: 'order_id', // Property key to use as transaction id
          label: 'abc', // Conversion label
          value: 'revenue', // Name of data property key to use for value
        },
      },
    },
  },
};
```

Destinations

Consent Permissions

Custom Settings

Event Settings

Data collection mit walker.js

Verteilen der Events

```
<script>
// Make sure to initialize the elb function once.
function elb() {
  (window.elbLayer = window.elbLayer || []).push(arguments);
}

// Upload the dist/index.mjs on your own server
const destination = (
  await import(
    'https://cdn.jsdelivr.net/npm/@elbwalker/destination-web-api/dist/index.mjs'
  )
).default;

elb('walker destination', destination, config);
</script>
```

Destinations

Consent Permissions

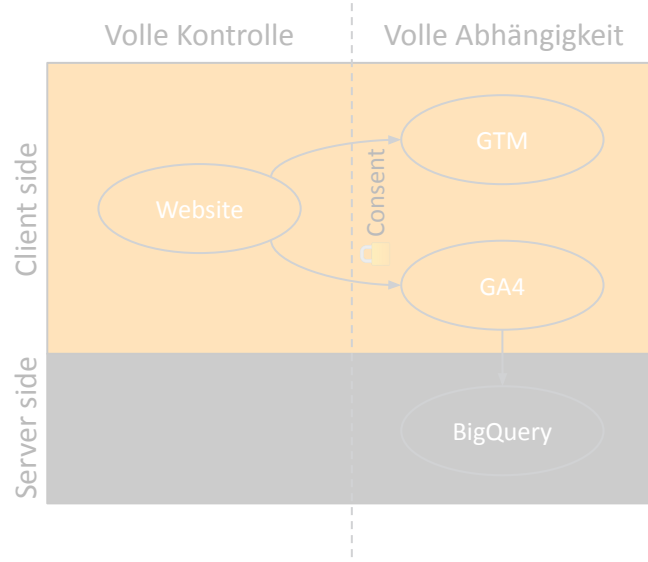
Custom Settings

Event Settings

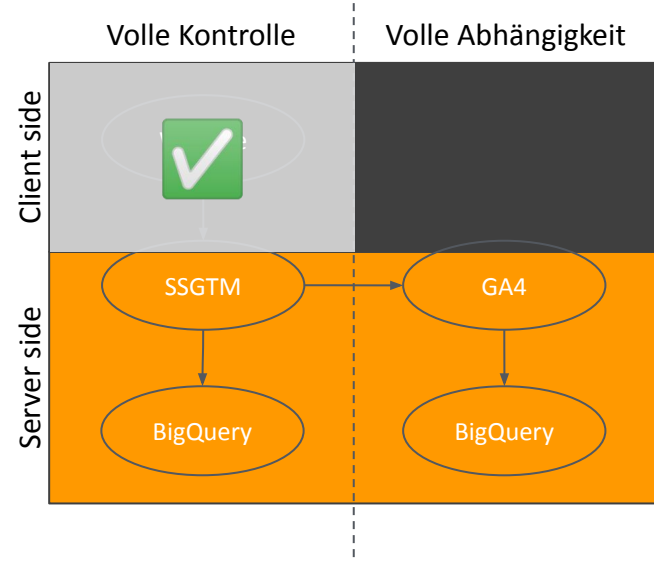
Was wir vorhaben

Und warum das alles?!

Third Party Setup



First Party Setup



GTM Templates



Client-side GTM: walker.js Configuration & Event Tags

Entity

order

Action

complete

Trigger

load

Add "data"

Source

Define Table

Define "data" Content

Key	Value	Action
transaction_id	{{ecommerce.transaction_id}}	Edit Delete
value	{{ecommerce.value}}	Edit Delete
currency	EUR	Edit Delete
tax	{{ecommerce.tax}}	Edit Delete
shipping	{{ecommerce.shipping}}	Edit Delete
event_name	purchase	Edit Delete

[Add Row](#)

Config:

<https://github.com/elbwalker/gtm-tag-template/tree/main/ressources/gtm-config-tag-template>

Events:

<https://github.com/elbwalker/gtm-tag-template>

Add "nested"


Source


Use dataLayer (ecommerce.items)


☒ Convert E-Commerce Items To "nested" Format ?

Server-side GTM: Client

Clienttyp


 **elbwalker**
mbaersch



 Client-Berechtigungen

Priorität 



walker.js

☒ Serve walker.js through SGTM

Cache Max Age (Milliseconds)
 

walker.js URL path 
 

walker.js Version
☒ Specific Version
☐ Always Use Latest Version

walker.js Version 
 

Config:

<https://github.com/elbwalker/gtm-tag-template/tree/main/ressources/gtm-config-tag-template>

Events:

<https://github.com/elbwalker/gtm-tag-template>

GA4 Session Handling

Configure "globals" ?

Optionally add keys and values to be added to walker.js global object.

Global Key	Value
page_title	{{document.title}}
session_started	{{sessionStartTimestamp}}
session_number	{{sessionNumber}}
session_start	{{sessionStart}}

Session & Client IDs

Most analytics tags (not only GA4) need at least a session needed to recognize visitors beyond single sessions. If you leave blank to use fallback or default values.

Source

Event Data

Session ID Source Path ?

user.session



Session Number Source Path ?

globals.session_number



Client ID Source Path ?

user.device



Server-side GTM: walker.js To BigQuery

Event Source

Custom Variable

Automatic

Custom Variable

{{Event Data | x-elb-event}}

Server Versions
Version Information ?
1.0 / 1.0

▼ Add Additional Data
You can add additional data to every event. Define key and value pairs using variables that contain even

Template:

<https://github.com/elbwalker/sgtm-tag-bigquery>

Query results

[SAVE RESULTS](#)[EXPLORE DATA](#)

JOB INFORMATION		RESULTS	JSON	EXECUTION DETAILS	EXECUTION GRAPH	PREVIEW		
Row	event_timestamp	event_name	page_hostname	page_title	page_path	client_id	ga_session_id	
4	166999274...	page_view	atomkraftwerke24.de	DEMO: using walker.js ssGTM ...	/ga4walkerdemo.html	6216340012	1669990491.6216340012	
5	166999277...	page_view	atomkraftwerke24.de	DEMO: using walker.js ssGTM ...	/ga4walkerdemo.html	6216340012	1669990491.6216340012	
6	166998650...	page_view	null	Virtual Page 1	/test/virtual/path1	3555209967	1669414718.8080970172	
7	166999277...	page_view	null	Virtual Page 1	/test/virtual/path1	6216340012	1669990491.6216340012	
8	166999304...	page_view	null	MC Hello 1	/test/virtual/mc	6216340012	1669990491.6216340012	

Demo: ssGTM & GA4



Danke!



Patrick Mohr

Organisator

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Marcus Stade

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