Google Tag Manager (GTM) Setup Report – Eurus Concept

Scope:

Event tracking for ecommerce funnel (Sessions → Signup → Activation → Purchase).

Tags Configured:

Tag Name	Trigger	Purpose
GA4 – Page View	All Pages	Baseline traffic measurement
GA4 – Signup Event	Click on Signup Button	Track signup conversion
GA4 – Activation Event	Completion of Profile Form	Track user activation
GA4 – Purchase Event	Checkout Success Page	Track purchases

Notes:

• Enhanced Ecommerce enabled in GA4.
• DebugView used to validate event firing.
• No tag duplication found.