GA4 Ecom Attributor

Helps you enable Item list and Promotion attribution in GA4

Resources

go/**GA4-Ecom-Attributor-Discuss**

google/**ga4-ecom-attributor**

Google

One Pager

Google

GA4 Ecom Attributor

Requirements:

- Ecommerce via dataLayer & GTM with Item ID available on every ecommerce event
- List information available on Product List Click, Product Detail View or Add2Cart event

Before

Item list name	Item-list view events	Item-list click events	Item list click-through rate	Add to baskets	Checkouts	E-commerce purchases	Item revenue
	27,137 100% of total	6,382 100% of total	47.31% Avg 0%	1,387 100% of total	2,351 100% of total	365 100% of total	€150,545.29 100% of total
Home - top products	10,543	312	5.58%	0	0	0	€0.00
Search results	4,554	2,246	57.41%	0	0	0	€0.00
On sale	3,943	308	15.68%	0	0	0	€0.00
You might also like	3,374	755	29.77%	0	0	0	€0.00
Top deals	2,505	1,382	58.61%	0	0	0	€0.00
Basket upsell	1,336	728	58.3%	0	0	0	€0.00
New products	540	208	46.79%	0	0	0	€0.00
(not set)	1	0	0%	1,387	1,999	364	€150,545.29

After

Item list name	Item-list view events	Item-list click events	Item list click-through rate	Add to baskets	Checkouts	E-commerce purchases	Item revenue
	3,725 100% of total	845 100% of total	47.41% Avg 0%	235 100% of total	398 100% of total	55 100% of total	€2,669.93 100% of total
Home - top products	1,364	40	6.47%	3	2	1	€3.32
Search results	696	317	61.26%	63	94	14	€506.09
On sale	638	143	35.34%	33	65	10	€382.86
You might also like	589	57	20.28%	9	41	4	€91.03
Top deals	178	106	58.33%	28	67	9	€391.79
Basket upsell	143	89	52.75%	12	24	4	€150.51
New products	59	33	61.76%	2	3	1	€10.47
(not set)	0	60	0%	83	194	28	€1,133.86

? Customer Challenge:

Universal Analytics has promotion attribution enabled by default. If user clicks on any promotion and ends up making a purchase, Order revenue will be attributed to last clicked Promotion.
For List attribution, list information needs to be sent to UA on at least one ecommerce action. In that case, the last Product List user interacted with will get Product revenue attributed if user makes purchase of a product from that List.
To be able to get this data in GA4, Promotion and List information needs to be sent with all ecommerce actions.

☰ Solution Description:

This tool is designed to provide List and Promotion attribution in GA4. Each time when user interacts with product (with List information) or promotion, List and Promotion information will be stored in cookie and sent with all subsequent ecommerce events.

! Limitations:

Not compatible with gtag.js (only works if ecommerce is implemented using Data Layer & GTM).
Data is stored into the cookies - browser restrictions on 1st party cookies apply.

⚡ Impact:

Product List and Promotion attribution fully working in GA4, populating List Name and Promotion reports with all ecommerce data

Google

Solution explanation

Google

How Promotion attribution solution works

User clicks on promotion

User makes a purchase

Cookie creator tag is fired, it creates first-party cookie called **ga4_promo** and stores promotion information in cookie.

NOTE: Only last clicked promotion information is collected and stored in the cookie.

[GA4] Ecommerce events tag is fired, Promotion information is sent with purchase event (extracted from **ga4_promo** cookie) and cookie is deleted.

NOTE: Promo information is sent on Order level, which means Order revenue will be attributed to the last clicked promotion.

For promotion measurement, it is not required to send all 4 parameters. For example, if you want you can only send promotion_name parameter.

```
event: "select_promotion", {
    promotion_id: 'P_12345',
    promotion_name: 'Summer Sale',
    creative_name: 'summer_banner2',
    creative_slot: 'featured_app_1'
    items: [{
        item_id: "SKU_12345",
        item_name: "Stan and Friends Tee",
        item_brand: "Google",
        item_category: "Apparel",
        item_category2: "Adult",
        item_category3: "Shirts",
        price: 9.99,
        quantity: 1
    }]
}
```

```
event: "purchase", {
    transaction_id: "T_12345",
    coupon: "SUMMER_SALE",
    value: 30.98,
    shipping: 5.99,
    currency: "EUR",
    promotion_id: "P_12345",
    promotion_name: "Summer sale",
    creative_name: "summer_banner2",
    creative_slot: "featured_app_1"
    items: [{
        item_id: "SKU_12345",
        item_name: "Stan and Friends Tee",
        item_brand: "Google",
        item_category: "Apparel",
        item_category2: "Adult",
        item_category3: "Shirts",
        price: 9.99,
        quantity: 1
    }]
}
```
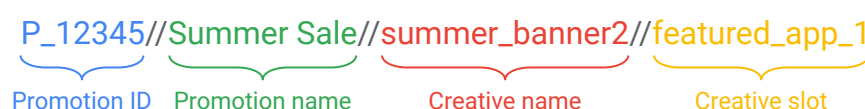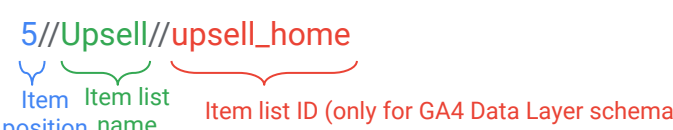
ga4_promo

Cookie Value ☑ Show URL decoded

P_12345//Summer Sale//summer_banner2//featured_app_1

Google

How List attribution solution works

User makes interaction with product

Every time when user makes ecommerce interaction with product (interaction needs to be defined in Cookie creator tag), **Cookie creator** tag fires and creates first-party cookie called **ga4_list_{{item ID}}** and stores List information in the cookie.

```
event: "select_item",
  items: [{
    item_id: "SKU_12345",
    item_name: "Stan and Friends Tee",
    item_brand: "Google",
    item_category: "Apparel",
    item_category2: "Adult",
    price: 9.99,
    quantity: 1,
    index: 5,
    item_list_name: "Upsell",
    item_list_id: "upsell_home"
  }]
```

Any subsequent ecommerce events

On any subsequent ecommerce actions with clicked product (e.g. user adds product to the cart), List information will be extracted from cookie and added inside Items array (**[custom] GA4 Items array** variable) when event is sent to GA4.

```
event: "add_to_cart",
  items: [{
    item_id: "SKU_12345",
    item_name: "Stan and Friends Tee",
    item_brand: "Google",
    item_category: "Apparel",
    item_category2: "Adult",
    price: 9.99,
    quantity: 1,
    index: 5,
    item_list_name: "Upsell",
    item_list_id: "upsell_home"
  }]
```

ga4_list_SKU_12345

Cookie Value ☑ Show

5//Upsell//upsell_home

User makes a purchase

[GA4] Ecommerce events tag is fired. If purchased product has List information stored in cookie, List information will be added into Items array and **ga4_list_{{item ID}}** cookie will be deleted.

```
event: "purchase", {
  transaction_id: "T_12345",
  value: 25.42,
  currency: "EUR",
  items: [{
    item_id: "SKU_12345",
    item_name: "Stan and Friends Tee",
    item_brand: "Google",
    item_category: "Apparel",
    item_category2: "Adult",
    price: 9.99,
    quantity: 1,
    index: 5,
    item_list_name: "Upsell",
    item_list_id: "upsell_home"
  },{
    item_id: "SKU_67890",
    item_name: "Grey Women's Tee",
    item_brand: "You Tube",
    item_category: "Apparel",
    item_category2: "Women",
    price: 20.99,
    quantity: 1
  }]
}
```

Solution is compatible with GA4 & UA Data Layer

Google

Cookie explanation

COOKIE NAME	COOKIE VALUE
ga4_promo	P_12345//Summer Sale//summer_banner2//featured_app_1 Promotion ID　　Promotion name　　Creative name　　Creative slot
ga4_list_{{item ID}}	5//Upsell//upsell_home Item position　Item list name　Item list ID (only for GA4 Data Layer schema)

★ **Cookie expiration** - By default, cookies are session based, which means cookies will expire when browser session ends. Cookie expiration can be modified in Cookie Creator tag.

★ **If parameter is not available in Data Layer** - When cookies are created, if certain List or Promotion parameter is not available in Data Layer, it simply won't be added to the cookie.
For example, if you use UA Data Layer, Item List ID doesn't exist. In the cookie there won't be any value on Item List ID place (example: ga4_list_{{item ID}}=5//Upsell//).

★ Parameters that don't have value in the cookie, won't be sent to GA4 (e.g. if there isn't Item List ID value in the cookie, this parameter won't be sent to GA4).

Google

Implementation guide

Google

GTM import: Step 1

Download the JSON file (available on [Github](#)).

Make sure it is saved as **.json** file, otherwise it will not work.

The file is exported GTM container, which contains tags, variables and custom built templates necessary for this solution to work.

ga4-ecom-attributor.json

Google

GTM import: Step 2

1. Go to [Google Tag Manager](#)
2. Open GTM container
3. Click Admin → Import Container
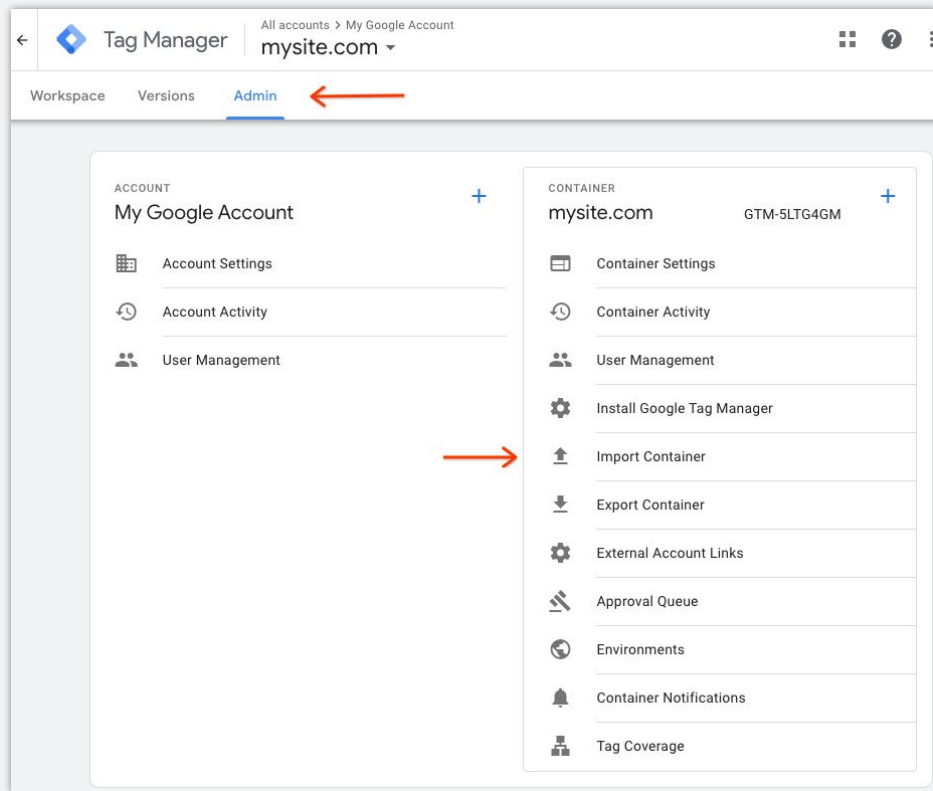
GTM import: Step 3

1. Select downloaded JSON file to import
2. Select in which workspace you want to import the solution
3. Select Merge and then Rename conflicting tags, triggers and variables
4. Click on **Confirm** button

Overwrite or merge with the latest container version by importing a json file in the correct format.

Select file to import

📄 ga4-ecom-attributor.json

Choose workspace

Default Workspace

Choose an import option ⍰

○ **Overwrite**
Overwrite selected workspace with content of imported container **GTM-MCTS7R39**

◉ **Merge**
Merge selected workspace with content of imported container **GTM-MCTS7R39**

○ Overwrite conflicting tags, triggers and variables.

◉ Rename conflicting tags, triggers and variables.

Preview and confirm your import

Tags ➡			Triggers ◎			Variables ▤			Templates 🏷		
1	0	0	0	0	0	5	0	0	2	0	0
New	Modified	Deleted	New	Modified	Deleted	New	Modified	Deleted	New	Modified	Deleted

View Detailed Changes

Confirm   Cancel

Google

GTM import: Overview

After you import JSON file, you should see these changes in your workspace.

First, let's set up Cookie creator tag.

New Tag
Choose from over 50 tag types

Add a new tag   >

Description

Edit description   >

Now Editing
new

Workspace Changes

0	8
Modified	Added

Manage workspaces

Workspace Changes

Name ↑	Type	Change
[custom JS] promo - creative_name	Variable	Added
[custom JS] promo - creative_slot	Variable	Added
[custom JS] promo - promotion_id	Variable	Added
[custom JS] promo - promotion_name	Variable	Added
[custom] GA4 Items array	Variable	Added
[GA4] Cookie creator for Item list & Promotion attribution	Tag	Added
Cookie creator for GA4 item list & Promotion attribution	Custom Template	Added
GA4 Items array	Custom Template	Added

Google

Cookie Creator tag: Step 1

Open imported tag called
[GA4] Cookie creator for Item list & Promotion attribution.

This tag is used for:

- Creating first-party cookies and storing List or Promotion information into the cookie

- Deleting the cookies after the Purchase

[GA4] Cookie creator for Item list & Promotion attribution 📁   **Save**

C	**Cookie creator for GA4 item list & Promotion attribution**	✏️
	Custom Template	

🔑 Tag permissions   5 permissions ›

This tag is used to create/delete cookies that will help attribute ecommerce revenue in GA4 to appropriate List name or Promotion.

The tag is doing following actions:
- When user interacts with product (below, you must specify what this action is), it creates cookies and stores List information inside the cookies. Name of the cookie will be "**ga4_list_{{item ID}}**". For each product user interacts, tag will create new cookie and store List information in it
- When user clicks on promotion, tag creates cookie called "**ga4_promo**" and stores promotion information inside the cookie. Only last clicked promotion information is stored in the cookie.
- When user makes a purchase, "**ga4_promo**" cookie will be deleted and any "**ga4_list_{{item ID}}**" cookies with purchased item ID will be deleted

Data Layer Type ❓

Google Analytics 4 ▼

Which information you want to collect?

☐ Promotion Attribution ❓
☐ Product List Attribution ❓

Purchase event ❓

Purchase event name in Data Layer ❓

e.g. purchase

By default, cookies are session based, which means cookies will be erased when browser session ends.

☐ Modify cookie expiration setting?

Google

Cookie Creator tag: Step 2

Under section **Data Layer Type**, select which type of Data
Layer is implemented on your website:

- Universal Analytics or
- Google Analytics 4

Data Layer Type ⑦

Google Analytics 4 ▼

Google

Cookie Creator tag: Step 3

Next, select what do you want to measure:
- To measure only Promotion attribution, select **Promotion Attribution** checkbox

- To measure only List attribution, select **Product List Attribution** checkbox

- If you want to measure attribution for Product Lists and Promotion, **select both checkboxes**

Google

Cookie Creator tag: Step 4

Skip this step if you didn't select checkbox to measure Promotion Attribution.

Put the name of event which is used to push Promotion Click information into Data Layer.

Example: if you are pushing Promotion Click information to Data Layer with event called "select_promotion", put **select_promotion** as value in the input field.

Which information you want to collect?

☑ Promotion Attribution ⑦

Promotion Click event name in Data Layer ⑦

| select_promotion | 🧱 |

Example where you need to look for event which you have to specify in Cookie Creator tag:

```
dataLayer.push({
  'event': 'promotionClick',
  'ecommerce': {
    'promoClick': {
      'promotions': [
      {
        'id':"P_12345",
        'name':"Summer Sale",
        'creative':"summer_banner2",
        'position':"featured_app_1"
      }]
    }
  }
});
```

UA Data Layer

```
dataLayer.push({
  event: "select_promotion",
  ecommerce: {
    items: [
    {
      item_id: "SKU_12345",
      item_name: "Stan and Friends Tee",
      affiliation: "Google Merchandise Store",
      coupon: "SUMMER_FUN",
      discount: 2.22,
      index: 0,
      item_brand: "Google",
      item_category: "Apparel",
      item_category2: "Adult",
      item_category3: "Shirts",
      item_category4: "Crew",
      item_category5: "Short sleeve",
      promotion_id: "P_12345",
      promotion_name: "Summer Sale",
      creative_name: "summer_banner2",
      creative_slot: "featured_app_1",
      price: 9.99,
      quantity: 1
    }
    ]
  }
});
```

GA4 Data Layer

Cookie Creator tag: Step 5

Skip this step if you didn't select checkbox to measure Product List Attribution.

Put the name of event which is used to fire Product List information into Data Layer.

If in some cases List name is available on Product Click, Detail View and Add to Cart, provide event name in all three fields.

If you are pushing List information to Data Layer only on one of these events (e.g. Product Click), provide event name only in that field. Rest of the fields leave empty.

In order for solution to work properly, at least one event needs to be provided.

Example where you need to look for event which you have to specify in Cookie Creator tag:

```
dataLayer.push({
  'event': 'productClick',
  'ecommerce': {
    'currencyCode': 'EUR',
    'click': {
      'products': [{
        'name': 'Triblend Android T-Shirt',
        'id': '12345',
        'price': '15.25',
        'brand': 'Google',
        'category': 'Apparel',
        'list': 'Related products',
        'position': '1'
      }]
    }
  }
});
```

UA Data Layer

```
dataLayer.push({
  event: "select_item",
  ecommerce: {
    items: [
      {
        item_id: "SKU_12345",
        item_name: "Stan and Friends Tee",
        affiliation: "Google Merchandise Store",
        coupon: "SUMMER_FUN",
        discount: 2.22,
        index: 0,
        item_brand: "Google",
        item_category: "Apparel",
        item_category2: "Adult",
        item_category3: "Shirts",
        item_category4: "Crew",
        item_category5: "Short sleeve",
        item_list_id: "related_products",
        item_list_name: "Related Products",
        item_variant: "green",
        location_id: "ChIJIQBpAG2ahYAR_6128GcTUEo",
        price: 9.99,
        quantity: 1
      }
    ]
  }
});
```

GA4 Data Layer

Cookie Creator tag: Step 6

In Input field, provide exact event name of a purchase event (event which is used to push purchase information into Data Layer).

This is required so tag can know on which event cookies needs to be deleted.

Purchase event ⑦

Purchase event name in Data Layer ⑦

purchase

Example where you need to look for event which you have to specify in Cookie Creator tag:

```
dataLayer.push({
  'event': 'purchase',
  'ecommerce': {
    'purchase': {
      'actionField': {
        'id': 'T12345',
        'affiliation': 'Online Store',
        'revenue': '35.43',
        'tax':'4.90',
        'shipping': '5.99',
        'coupon': 'SUMMER_SALE'
      },
      'products': [{
        'name': 'Triblend Android T-Shirt',
        'id': '12345',
        'price': '15.25',
        'brand': 'Google',
        'category': 'Apparel',
        'variant': 'Gray',
        'quantity': 1,
        'coupon': ''
      }]
    }
  }
});
```

UA Data Layer

```
dataLayer.push({
  event: "purchase",
  ecommerce: {
    transaction_id: "T_12345",
    affiliation: "Google Merchandise Store",
    value: 25.42,
    tax: 4.90,
    shipping: 5.99,
    currency: "USD",
    coupon: "SUMMER_SALE",
    items: [
      {
        item_id: "SKU_12345",
        item_name: "Stan and Friends Tee",
        coupon: "SUMMER_FUN",
        discount: 2.22,
        item_brand: "Google",
        item_category: "Apparel",
        item_category2: "Adult",
        item_category3: "Shirts",
        item_category4: "Crew",
        item_category5: "Short sleeve",
        item_variant: "green",
        price: 9.99,
        quantity: 1
      }]
  }
});
```

GA4 Data Layer

Cookie Creator tag: Step 7

By default, all cookies created by this tag are session based, which means they will be deleted when browser session ends. We recommend to keep it this way.

However, if you want, you can extend the cookie duration.

To do this, mark checkbox "**Modify cookie expiration setting?**" and provide desired cookie duration in seconds.

Example: if you want for cookie to expire after 24 hours, the value should be 86400 (24 hours * 60 minutes * 60 seconds).

By default, cookies are session based, which means cookies will be erased when browser session ends.

☑ Modify cookie expiration setting?

Cookie expiration ⑦

| 86400 | 🗓 | seconds |

Google

Cookie Creator tag: Step 8

Set up triggers for Cookie Creator tag.

Triggers for Cookie Creator tag should be exact events that you provided in tag setup:

- Event which is used to push Promotion Click information in Data Layer (if you selected to measure Promotion Attribution)

- Event (or events) which is used to push List information in Data Layer (if you selected to measure Product List Attribution)

- Event which is used to push Purchase information in Data Layer

Cookie Creator tag: Overview

This is just an example of tag setup for this walkthrough.

Your configuration will be different based on data you want to collect and event names you use on your website to push ecommerce data to Data Layer.

If you use [Consent Mode in GTM](#), you can add "analytics_storage" as additional consent for tag to fire.

In case if you have custom CMS implementation, make sure Cookie Creator tag fires on same consent category as GA4 tags.

IMPORTANT: Don't remove Tag firing priority setting. This tag needs to have lower firing priority compared to GA4 ecommerce events tags.

GA4 Ecommerce event tags

After setting up Cookie Creator tag, next step is to modify GA4 ecommerce events tags so that we can send this data to GA4.

In our example, we are using separate tag for each ecommerce event. Your ecommerce implementation can vary.
For example, you can use only 1 tag to send all ecommerce events to GA4 or you can use separate tag for each ecommerce event.

The changes that you need to make are exactly the same, it only depends on how many tags you need to make them.

NOTE: these changes is not necessary to do on promotion tags!

GA4 - add_payment_info	Google Analytics: GA4 Event	add_payment_info
GA4 - add_shipping_info	Google Analytics: GA4 Event	add_shipping_info
GA4 - add_to_cart	Google Analytics: GA4 Event	add_to_cart
GA4 - add_to_wishlist	Google Analytics: GA4 Event	add_to_wishlist
GA4 - begin_checkout	Google Analytics: GA4 Event	begin_checkout
GA4 - purchase	Google Analytics: GA4 Event	purchase
GA4 - remove_from_cart	Google Analytics: GA4 Event	remove_from_cart
GA4 - select_item	Google Analytics: GA4 Event	select_item
GA4 - view_cart	Google Analytics: GA4 Event	view_cart
GA4 - view_item	Google Analytics: GA4 Event	view_item
GA4 - view_item_list	Google Analytics: GA4 Event	view_item_list
GA4 Promotion - select_promotion	Google Analytics: GA4 Event	select_promotion
GA4 Promotion - view_promotion	Google Analytics: GA4 Event	view_promotion

Not necessary to do these changes on promotion tags!

Google

GA4 Ecommerce event tags: Step 1

Modify all you ecommerce event tags in GTM.

Depending on your setup and how many ecommerce event tags you have in GTM, in every tag you need to:
- Disable "Send Ecommerce data" option
- Add "items" parameter, and as value provide variables that you imported: "**[custom] GA4 Items array**"

NOTE: It is not necessary to modify tags for Promotion tracking (view_promotion and select_promotion events)

Tag Type

📊 **Google Analytics: GA4 Event**
Google Marketing Platform   ✏️

Measurement ID
{{GA4 - Measurement ID}}   ✅ Google tag found in this container

Event Name ⓘ
view_item_list

⌄ Event Parameters

Event Settings Variable
None   ▼

Add items array as event parameter

Event Parameter		Value	
items ✓	📷	{{[custom] GA4 Items array}}	📷 ⊖
login_status	📷	{{dl - login_status}}	📷 ⊖

Add parameter

⌄ User Properties

Property Name   Value

Add Row

⌄ More Settings

⌄ Ecommerce
☐ Send Ecommerce data

If you have this option enabled, turn it off

Google

GA4 Ecommerce event tags: Step 2

Provide additional information in purchase event tag.

Since now purchase tag will not pick information from Data Layer automatically, you also need to add event parameters like "transaction_id", "value", "tax", "shipping", "currency" and "coupon".

Depending which information you have in dataLayer on purchase event, provide those event parameters in the purchase tag, and as value create variable to grab that data from your Data Layer.

Event Name ⓘ

purchase

∨ Event Parameters

Event Settings Variable

None ▾

Event Parameter			Value		
items	✓	🔲	{{[custom] GA4 Items array}}	🔲	⊖
transaction_id	✓	🔲	{{dl - transaction_id}}	🔲	⊖
value	✓	🔲	{{dl - value}}	🔲	⊖
tax	✓	🔲	{{dl - tax}}	🔲	⊖
shipping	✓	🔲	{{dl - shipping}}	🔲	⊖
currency	✓	🔲	{{dl - currency}}	🔲	⊖
coupon	✓	🔲	{{dl - coupon}}	🔲	⊖

Add parameter

› User Properties

∨ More Settings

∨ Ecommerce
☐ Send Ecommerce data

GA4 Ecommerce event tags: Overview

As an overview, following changes needed to be done on all your ecommerce event tags:

1.) Disable "Send Ecommerce data" option

2.) Add "items" parameter, and as value provide variables that you imported: "**[custom] GA4 Items array**"

3.) On purchase tag, add additional event parameters (transaction_id, value, currency, shipping, coupon, tax) and grab that data manually from Data Layer

NOTE: It is not necessary to modify tags for Promotion tracking (view_promotion and select_promotion events)

GA4 - add_payment_info	Google Analytics: GA4 Event	‹› add_payment_info
GA4 - add_shipping_info	Google Analytics: GA4 Event	‹› add_shipping_info
GA4 - add_to_cart	Google Analytics: GA4 Event	‹› add_to_cart
GA4 - add_to_wishlist	Google Analytics: GA4 Event	‹› add_to_wishlist
GA4 - begin_checkout	Google Analytics: GA4 Event	‹› begin_checkout
GA4 - purchase	Google Analytics: GA4 Event	‹› purchase
GA4 - remove_from_cart	Google Analytics: GA4 Event	‹› remove_from_cart
GA4 - select_item	Google Analytics: GA4 Event	‹› select_item
GA4 - view_cart	Google Analytics: GA4 Event	‹› view_cart
GA4 - view_item	Google Analytics: GA4 Event	‹› view_item
GA4 - view_item_list	Google Analytics: GA4 Event	‹› view_item_list

Google

Next step (optional): Send promotion data to GA4

You need to do these modifications only if you:

a) have Promotion data tracking on your website (promo Impression and promo Click actions) **AND**

b) if you set up in Cookie creator tag to collect Promotion information in cookie.

In this case, you need to provide additional 4 variables in each ecommerce event tag:

- promotion_id
- promotion_name
- creative_name
- creative_slot

NOTE: these variables needs to be added only to the ecommerce event tags (not necessary to add them to view_promotion and select_promotion tags).

GA4 - add_payment_info	Google Analytics: GA4 Event	‹› add_payment_info
GA4 - add_shipping_info	Google Analytics: GA4 Event	‹› add_shipping_info
GA4 - add_to_cart	Google Analytics: GA4 Event	‹› add_to_cart
GA4 - add_to_wishlist	Google Analytics: GA4 Event	‹› add_to_wishlist
GA4 - begin_checkout	Google Analytics: GA4 Event	‹› begin_checkout
GA4 - purchase	Google Analytics: GA4 Event	‹› purchase
GA4 - remove_from_cart	Google Analytics: GA4 Event	‹› remove_from_cart
GA4 - select_item	Google Analytics: GA4 Event	‹› select_item
GA4 - view_cart	Google Analytics: GA4 Event	‹› view_cart
GA4 - view_item	Google Analytics: GA4 Event	‹› view_item
GA4 - view_item_list	Google Analytics: GA4 Event	‹› view_item_list

Google

Next step (optional): Send promotion data to GA4

In each ecommerce event tag, add these 4 additional parameters:

- promotion_id
- promotion_name
- creative_name
- creative_slot

For each parameter, you should have imported variable that you need to set as value (just like on screenshot).

Event Name ⑦

add_to_cart

∨   Event Parameters

Event Settings Variable

None   ▾

Event Parameter			Value		
items	✓		{{[custom] GA4 Items array}}		⊖
promotion_id	✓		{{[custom JS] promo - promotion_id}}		⊖
promotion_name	✓		{{[custom JS] promo - promotion_name}}		⊖
creative_name	✓		{{[custom JS] promo - creative_name}}		⊖
creative_slot	✓		{{[custom JS] promo - creative_slot}}		⊖

Add parameter

>   User Properties

∨   More Settings

    ∨   Ecommerce

       ☐   Send Ecommerce data

Google

Summary

To summarize, here is a checklist what you should have done using this step-by-step walkthrough:

1.) **Download and Import JSON file**

2.) **Configure Cookie Creator tag**
   - Provide which type of Data Layer you use on website
   - Provide which information you want to collect (Promotion, List information)
   - Provide names of data layer events which push Promo and List information to Data Layer
   - Set up triggers on Cookie Creator tag

3.) **Adjust all your ecommerce events tags in GTM (not necessary to do for Promotion tags)**
   - Disable "Send ecommerce data" option
   - Add event parameter "items" and as value provide "[custom] GA4 Items array" variable
   - For purchase event, add event parameters like transaction_id, currency, value, shipping, tax, coupon

4.) **Optional - send Promotion data to GA4***
   - Provide additional 4 event parameters in every ecommerce event tag (not necessary to do for Promotion tags): promotion_id, promotion_name, creative_name, creative_id
   - As value for these 4 parameters, provide variables that you imported

Only necessary to do if you have Promotion tracking on your website and if you set up Promotion attribution in Cookie Creator tag

Google