

How to create and maintain a global Piwik Pro Tag Manager Standard across Sites

Scaling with Piwik Pro Manager, Part III



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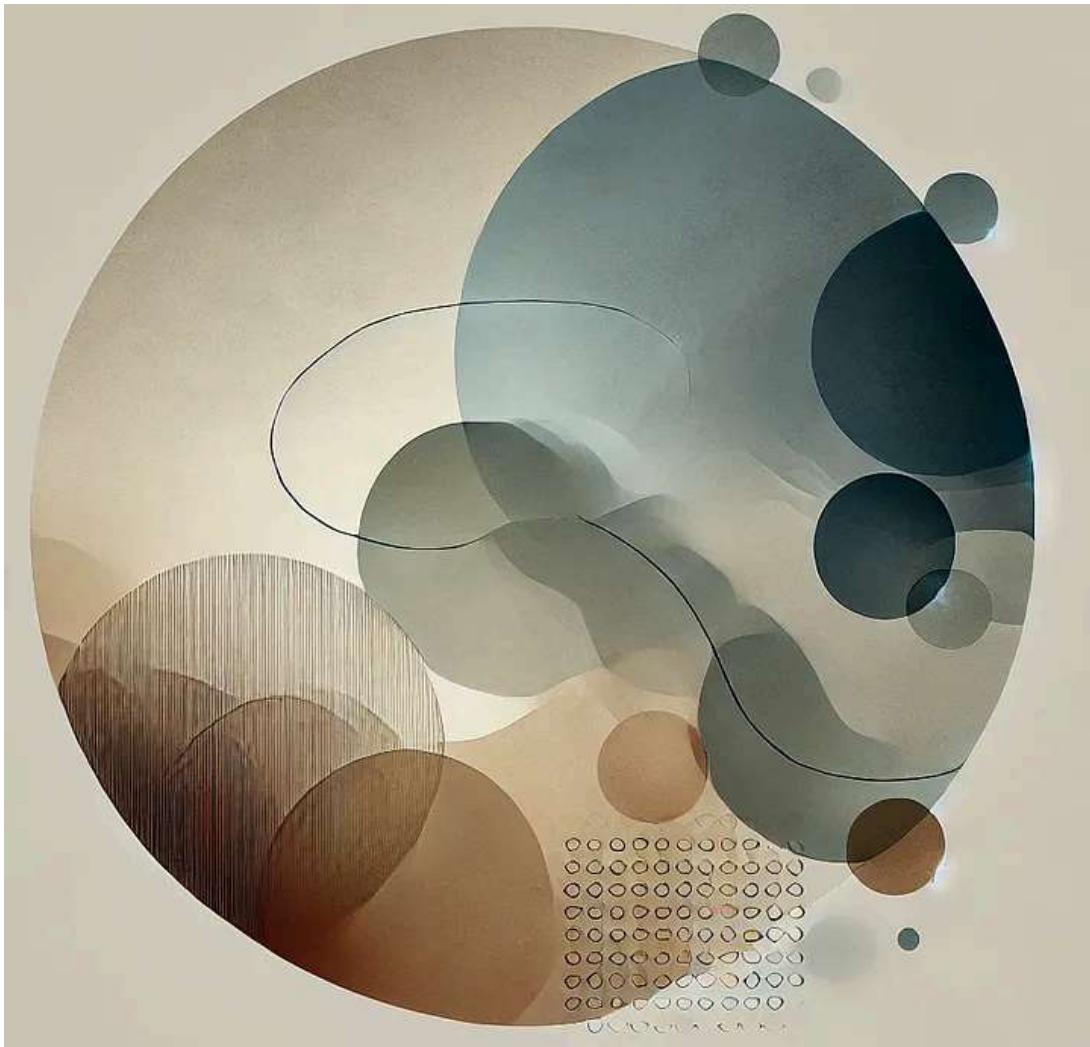
This is Part III of a series on scaling your Piwik Pro setup. Feel free to [start from Part I](#) for the background story.

This article assumes you have [set up the Piwik Pro Manager Google Sheets Add-On](#) (takes just 5 minutes).

The Goal: A central Tag Manager standard across multiple Sites

This article shows how to establish a central (“global”) standard setup of Tags, Triggers and Variables in one Piwik Pro Tag Manager (“TM”) Blueprint Site and multiple other Destination Sites.

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"Global vs. local" — via OpenAI.

What are “global” components?

First we need to understand “global” components. Global components are Tags or Variables that are identically configured in all TM Sites. But instead of configuring them in all Sites manually, we only define them once, in our *Blueprint Site*, and then sync any changes to them via *Piwik Pro Manager* to the *Destination Sites*.

An example is the Piwik Pro Analytics Config Tag that is pre-built into each TM container (Piwik Pro calls it “your basic tracking code”). Since all your Piwik Pro Analytics Tags should have the same Custom Dimension logic across Sites (see [Part II](#) on how to safely keep Custom Dimensions in sync), you can also use the same Config Tag configuration across all Sites, including your Custom Dimension mapping. So you configure your Piwik Pro Config Tag just once in the Blueprint Site, and then use Piwik Pro Manager to ensure the other Sites share the that configuration — in the words of Piwik Pro Manager: they are “in sync”.

Dimension *	<input type="text"/> CD1: Component Attribute 1 (Event) ID: 1	Dimension value *	<input type="text"/> (x) {{ location.href - JS }}	x
Dimension *	<input type="text"/> CD2: Component Attribute 2 (Ev... ID: 2	Dimension value *	<input type="text"/> (x) {{ location.pathname - JS }}	x
Dimension *	<input type="text"/> CD3: Component Attribute 3 (Ev... ID: 3	Dimension value *	<input type="text"/> (x) {{ site_country - JS }}	x
Dimension *	<input type="text"/> CD4: Component Attribute 4 (Ev... ID: 4	Dimension value *	<input type="text"/> (x) {{ site_language - JS }}	x
Dimension *	<input type="text"/> CD5: Event Dimension 5 (Event) ID: 5	Dimension value *	<input type="text"/> (x) {{ Referrer }}	x
Dimension *	<input type="text"/> CD6: Event Dimension 6 (Event) ID: 6	Dimension value *	<input type="text"/> (x) {{ hreflang x-default URL + Query String - JS }}	x
Dimension *	<input type="text"/> CD9: Event Dimension 9 (Event) ID: 9	Dimension value *	<input type="text"/> (x) {{ document.title - DOC }}	x
Dimension *	<input type="text"/> CD10: Page Type - new name (E... ID: 10	Dimension value *	<input type="text"/> (x) {{ location.hash - JS }}	x
Dimension *	<input type="text"/> CD11: Session Dimension 1 (Sess... ID: 11	Dimension value *	<input type="text"/> (x) {{ Event }}	x
Dimension *	<input type="text"/> CD12: Session Dimension 2 (Ses... ID: 12	Dimension value *	<input type="text"/> (x) {{ navigator.userAgent - JS }}	x

A professional Piwik Pro Setup uses the same Variable-to-Custom Dimension Mapping in all TM Sites

Other examples for typical “global” components:

- **Variables:** Most Variables can be identical on all Sites. E.g., if both Blueprint and Destination Sites share certain Data Layer Variables, all these Data Layer Variables should be global components. In many cases, you can even treat all Blueprint Site Variables as global components, even if not all Destination Sites need all Variables. An unused Variable does little harm, and it saves you from errors caused by complex logic like “this Variable I sync to Site X, Y, but not in Z”.
- Custom Code Tags with **JavaScript helper functions**
- **Event Tracking Tags** for Events that can be tracked the same way across multiple Sites. Examples are Tags to track download links properly (not the built-in, Custom-Dimension-less download tracking by Piwik Pro Analytics) or Tags to track “scroll & time” thresholds. If all your sites share the same Data Layer Events, you can also handle all of them with the same global Tags.

Maybe you ask: **What is a good ratio of global vs. local components?** That depends on how similar the Sites are. I usually have way **more global than local components**. At the example client from [Part II](#), 63% of the Tags and 100% of the Variables are global components. But if Site A and Site B have a

completely different Data Layer implementation or need to track completely different Events, or if Site B uses a lot of 3rd-party tools that site A doesn't, you will have a smaller share of global components.

You could even distinguish *semi-global* from global components. Semi-global components would only be synched with some very similar Sites, whereas global components are shared with all Sites.

Step 1: Get to identical names for global components

For the global synching to work, global components (Tags & Variables) have to be named identically across Sites.

1a: Add a prefix to global Tags

To make it obvious which elements are global, you can prepend “G:” for “Global” to all such elements. E.g., G:stg.click - Filter Selector instead of just stg.click - Filter Selector for a global Tag to track filter selections.

You don't have to do that, but I highly recommend it. Piwik Pro Manager even highlights names with “G:” in bold so you can easily tell the global components from the rest.

So let's first add that “G:” to all global Tags. Editing is easy: You can just rewrite the Tag Name in the “Tags” tab, then you should see the whole row turn yellow, with the “EDIT/DELETE” column showing “edit”:

site_name	is_active	priorit	name	consent_type	tag_type	template	is_published	created_at	updated_at	url	EDIT/DELETE
68d-b025- www.dim28.ch	TRUE	0	G:Fake Tag for Embedded Data Consent	not_require,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:genericEvent - Piwik Pro - Generic Event	conversion_,async	piwik_event	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:pageView or historyChange - Piwik Pro - Pageview	analytics,async	piwik_virtut	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:pageView or historyChange - Scroll & Time - add / remove analytics	async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.click - Country-Language Switcher	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.click - Filter Selector	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.click - Tab Switch	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.click - Video Start Button	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.domReady - Fire page_view DLE Event	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.domReady - Generic Mousedown Listener	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.history - Fire historyChange DLE Event	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.pageView - Extend Cookie Duration If Analytics Conversion	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	3	G:stg.pageView - Piwik Pro - Config (prioritized)	conversion_,async	piwik	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	2	G:stg.pageView - Scroll and Time (Engagement) - init	analytics,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	4	G:stg.pageView - Set Page Context Custom Dimension	analytics,async	piwik_custo	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	5	G:stg.pageView - TMSHelper functions & config vars (p conversion_)	async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	1	G:stg.pageView or stg.consentDecisionMode - Google conversion_	async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.scroll - Scroll Tracking 25, 50, 100%	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	G:stg.timer - 2 min on site - trigger genericEvent	conversion_,async	custom_tag	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv	edit		
68d-b025- www.dim28.ch	TRUE	0	Newsletter Registration Single-Opt-in - Google Ads Conversion	conversion_,async	google_adw	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv			
68d-b025- www.dim28.ch	TRUE	0	Scroll & Time Engagement - Google Ads Conversion	conversion_,async	google_adw	FALSE	2024-10-16T0 2025-01-28T	https://dim28.piv			
68d-b025- www.dim28.ch	TRUE	0	pageView - Subseiten Anliegenlösungen - Google Ads Conversion	conversion_,async	google_adw	TRUE	2024-10-16T0 2025-01-28T	https://dim28.piv			
68d-b025- www.dim28.ch	TRUE	0	pageView - Subseiten Nachhaltig Investieren - Google conversion_	async	google_adw	TRUE	2024-10-16T0 2025-01-28T	https://dim28.piv			
68d-b025- www.dim28.ch	TRUE	0	pageView - fire Event - Newsletter Registration Form	not_require,async	custom_tag	TRUE	2024-10-16T0 2025-01-28T	https://dim28.piv			
68d-b025- www.dim28.ch	TRUE	0	stg.pageView - Google Ads Remarketing	conversion_,async	google_adw	TRUE	2024-10-16T0 2025-01-28T	https://dim28.piv			
68d-b025- www.dim28.ch	TRUE	0	stg.pageView - LinkedIn Insights test change	conversion_,async	linkedin	TRUE	2024-10-16T0 2025-01-28T	https://dim28.piv			
68d-b025- www.dim28.ch	TRUE	0	stg.pageView - Meta Pixel 627154471663806	conversion_,async	facebook_it	TRUE	2024-10-16T0 2025-01-28T	https://dim28.piv			
68d-b025- www.dim28.ch	TRUE	0	stg.timer - 2 min on site - Google Ads Conversion	conversion_,async	google_adw	TRUE	2024-10-16T0 2025-01-28T	https://dim28.piv			

1b: Run Tags -> Edit/Delete Tags

After rewriting all your Tag Names, run Tags -> Edit/Delete Tags. This effectively applies the changes in TM.

The screenshot shows the Piwik Pro Manager interface with the title bar "Piwik Pro Manager - dim28". On the left is a list of tags with URLs like "eb1 www.dim28.ch" and status "TRUE". To the right is a "Setup" sidebar with sections: "Sites", "Tags", "Tag Details", "Variables", "Triggers", "Custom Dimensions", and "Goals". Under "Tags", there are four rows of tags with columns: Name, Type, and Description. The fourth row is highlighted. The "Edit/Delete Tags" option is highlighted in the sidebar under "Tags".

Name	Type	Description
eb1 www.dim28.ch	TRUE	G:pageView or h...
eb1 www.dim28.ch	TRUE	G:stg.click - Cour...
eb1 www.dim28.ch	TRUE	G:stg.click - Filter...
eb1 www.dim28.ch	TRUE	G:stg.click - Tab S...
eb1 www.dim28.ch	TRUE	G:stg.click - Vide...
eb1 www.dim28.ch	TRUE	G:stg.domReady
eb1 www.dim28.ch	TRUE	G:stg.history - Fir...
eb1 www.dim28.ch	TRUE	G:stg.pageView -
eb1 www.dim28.ch	TRUE	2 G:stg.pageView -
eb1 www.dim28.ch	TRUE	5 G:stg.pageView -
ah1 www.dim28.ch	TBD	1 G:etra newsletter /

Then, follow the Status bar above the list until it has completed. If the Status bar reports errors, check the “Logs” tab. It protocols almost all Piwik Pro Manager operations.

B	C	D	E	F	G	H	I	J
Status	Feb 01 13:43:33 UTC	Job 'tags_edit' with ID R2364027408_250201-134312-002-piwik_tags_edit has completed. 20 of 20 operations in 20 tasks were successful. See 'Logs' tab for details.						

1c: Publish Piwik Pro TM

Editing TM components in Piwik Pro Manager does not directly publish them in TM. While I am considering to offer this option in the future, I think in most cases you want to be able to determine yourself when you want changes to actually go into production.

So in TM, in the “Changelog” under “Unpublished changes”, you can review the changes and then click on “Publish this snapshot”, or reject them by going to the last published snapshot and then select “Revert to this snapshot”. All this should be familiar from changing things directly in TM.

The screenshot shows the Piwik Pro Tag Manager interface with the title bar "PIWIK PRO Tag Manager". The top navigation bar includes "Menu", "Upgrade", "www.dim28.ch", "Debug", and "Blueprint". The main area has tabs: "Tags", "Triggers", "Variables", "Meta setup", "Changelog" (which is selected), and "Settings". A message "This site or app has unpublished changes" is displayed. The "Unpublished changes" section lists snapshots: "Snapshot 3.0 (published)" at 01/25/2025, 10:41 AM; "Snapshot 2.0" at 01/25/2025, 09:30 AM; "Snapshot 1.2" at 10/16/2024, 10:30 AM; "Snapshot 1.1" at 10/12/2022, 09:53 AM; and "Snapshot 1.0" at 10/12/2022, 09:53 AM. Below this is the "Unpublished changes" section with fields for "Author" (lukas.oldenburg@dim28.ch) and "Last modification date" (02/01/2025, 03:12 PM). The "Changes from last snapshot" table lists three changes, all edited by "lukas.oldenburg@dim28.ch" on 02/01/2025, 03:12 PM:

Status	Name	Type	User	Date
Edited	G:stg.timer - 2 min on site - trigger genericEvent	Tag	lukas.oldenburg@dim28.ch	02/01/2025, 03:12 PM
Edited	G:stg.scroll - Scroll Tracking 25, SQ, 100%	Tag	lukas.oldenburg@dim28.ch	02/01/2025, 03:12 PM
Edited	G:Newsletter Registration Single-Opt-in - Google Ads Conversion	Tag	lukas.oldenburg@dim28.ch	02/01/2025, 03:12 PM

Step 2: Rename global Variables

2a. Get the newest Variable List

In the “Variables” tab, go to the list of Variables. Run **Variables -> Refresh Variables** and wait until the Status bar on top tells you it has finished.

The screenshot shows the Piwik Pro Manager interface with the title bar "-Piwik Pro Manager dim28-". On the left, there is a list of variables and parameters. On the right, a sidebar menu is open under "Setup". The "Variables" item in the sidebar is highlighted with a green box. Below it, the "Refresh Variables" option is also highlighted with a green box. The status bar at the bottom of the interface shows "2024-10-16T01 2024-10-16T01 https://dim2".

2b. Add global prefix to Variables

Just like you did with the Tags, you edit the Variable names in Piwik Pro Manager and prefix them with “G:”. For example, `eventValue - DL` becomes `G:eventValue - DL`. Then, run **Variables -> Edit/Delete Variables**.

2c. Update references to Variables

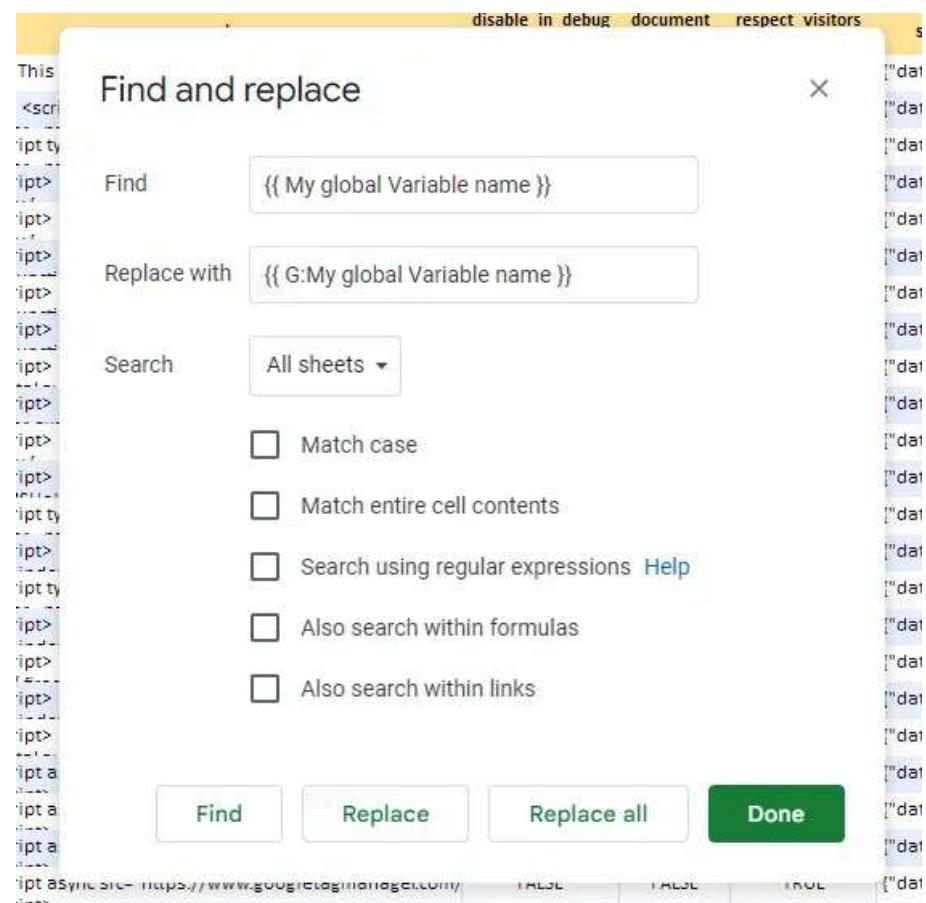
When you rename Variables, you need to update the references to them in the Tags and the other Variables where they are used (not in the Triggers). So if your Analytics Tag for example maps Variable `eventValue - DL` to Custom Dimension 1, you have to change that to `G:eventValue - DL` *inside* the Piwik Pro Tag in addition to changing the Variable name itself in the “Variables” section.

That is tough to do in the Piwik Pro TM interface because you cannot search for what is inside of components. Luckily, Piwik Pro Manager helps with that.

First, we need to make sure that both the Tag Details and Variable list are up to date. Since we just updated the Variable list with our Edit, we only need to update the Tag Details list. For this, run **Tag Details -> Refresh Tags & TagDetails** and wait for the Status bar on the TagDetails tab to finish:

With Google Sheets' built-in Search function, you can now search & replace anything inside of any component. So we will "simply" replace any occurrence of the old Variable name by the new one as follows:

1. Run **Edit -> Find & Replace** (from the Google Sheets menu, not the Piwik Pro Manager menu) with the following values:
 2. Find: {{ My global variable name }} (mind the spaces after the opening and before the closing braces!)
 3. Replace with: {{ G:My global Variable name }}
 4. Search: “All sheets”
 5. Then click “Replace all”.
 6. Repeat for the next Variable.



That way you will catch all the instances in the Variable code, Tag code or other places inside of Tags.

Step 2d: Set all rows to “edit”

The one downside with Find and Replace however is that the EDIT/DELETE column will not change to “edit”, and the rows you edited will not turn yellow, as this is technically a different “edit” than when you edit a cell directly. So you will need to change this yourself. To be sure to catch all, simply set the EDIT/DELETE column to “edit” for all rows in the “TagDetails” and “Variables” tab for your Blueprint site manually:

EDIT/DELETE

Even if there are no changes, this will just save the element again with its current content. So there will be no real “change”, but also no harm done.

Step 2e: Execute the Edits

Then, run:

1. Variables -> Edit/Delete Variables
2. Wait until that is done, then execute: Tag Details -> Edit/Delete Tag Details

Step 3: Copy to Destination Sites

This step is only necessary the **very first time, and when you add a new Variable or Tag**. For this example, we assume that no global Tags or Variables exist in the Destination Sites yet. If there are some, you need to rename them there so they share the same name as in the Blueprint Site. Or you delete them and then copy them again from the Blueprint Site (see below).

This video summarizes the most important aspects of copying, but do read the rest of the article for the full details.

Step 3a: Copy all other global Tags to the Destination Sites

Now, we lay the foundation for being in synch in the future: We copy all the global Tags and Variables from the Blueprint (www.dim28.ch) to the Destination Sites (“Lukas Testing 2” & “Lukas Testing 3”).

For this, we ...

- filter the list for site_name = Blueprint Site (www.dim28.ch)

- then, for all the global components *except the Analytics Config Tag*, we select the Destination Site(s) in the “COPY TO” column: *Lukas Testing 2* and *3*

site_name	is_act	pri	name	SYNC IN	COPY TO
www.dim28.ch	TRUE	0	G-Fake Tag for Embedded Data Consent	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615-8b0c1 ...
www.dim28.ch	TRUE	0	G-genericEvent - Piwik Pro - Generic Event	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	G-pageView or historyChange - Piwik Pro - Pageview	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	G-pageView or historyChange - Scroll & Time - add / refresh	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Gstg.click - Country-Language Switcher	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Gstg.click - Fill Form	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Gstg.click - Video	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Gstg.domReady - fire page_view DL Event	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Gstg.history - Generic Mousedown Listener	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Gstg.history - Fire historyChange DLE Event	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	3	Gstg.pageView - Piwik Pro - Config (prioritized)	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	2	Gstg.pageView - Scroll and Time (Engagement) - init	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	4	Gstg.pageView - Set Page Context Custom Dimensions (p	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	5	Gstg.pageView - TMSiteper Functions & config vars (priorit	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	1	Gstg.pageView or stg.consentDecisionMade - Google Con	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Gstg.scroll - Scroll Tracking 25. SO. 100%	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Gstg.scroll - 2 min on site - trigger genericEvent	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Newsletter Registration Single-Opt-in - Google Ads Co	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Newsletter Registration Single-Opt-in - Google Ads Co	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	Scroll & Time Engagement - Google Ads Conversion	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	pageView - Subseiten Anlagelösungen - Google Ads C	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	pageView - Subseiten Nachhaltig investieren - Google	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	pageView - fire Event - Newsletter Registration Form S	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	stg.pageView - Google Ads Remarketing	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	stg.pageView - LinkedIn insights test change	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	stg.pageView - Meta Pixel 627154471663806	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...
www.dim28.ch	TRUE	0	stg.timer - 2 min on site - Google Ads Conversion	Lukas Testing 2:17653991-1c51-4f67-b615 ...	Lukas Testing 2:17653991-1c51-4f67-b615 ...

When copying Tags, the “with triggers & vars” setting needs to have its default value (“with triggers & vars”), so don’t change that: This way, we make sure all Variables and Triggers inside the Tags will be copied as well.



Step 3c: Copy the Tags

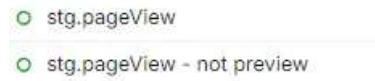
To copy the Tags, run “Tags” → “Copy Tags”. Wait until you see the finishing notice in the Status bar.

The screenshot shows the Piwik Pro Manager interface with the 'Tags' section selected. The 'Copy Tags' option is highlighted with a green box.

One really cool thing about Piwik Pro Manager is that when you use “Copy Tags”, there won’t be countless “(copy) (copy) (copy)” copies of Triggers and Variables, something you may have seen when you copy to another Site from the interface:



Copying Tags via PP TM will lead to new “(copy)” copies of a Tag’s Triggers and those Triggers’ Variables if a Trigger or Variable of the same name exists already in the Site...



... With Piwik Pro Manager, you will end up with just the “original” Triggers and Variables. 😊

After each copying operation, Piwik Pro Manager looks for such “(copy)” copies, replaces them by their original version without “(copy)” and finally deletes them. If your Triggers and Variables have lots of “(copy)” in them already, or if you have Triggers and Variables with the same name, but different definitions in the Destination Sites, you can go back to the “Config” tab and write `FALSE` into the row with `avoid_duplicates_when_copying_tags`. But you then have to first reconcile those duplicates manually before continuing.

	A	B	C	D
1	Config Parameter	Description	Value	
2	piwik_org_prefix	Your Organization account code/subdomain. E.g. mycompany.piwik.pro => "mycompany"	dim28	
3	piwik_client_id	Your API Key's Client ID, e.g. "7h42nPMz743835DUESg6jPG7mykPleU7". How to generate: https://help.piwik.pro/support/questions/generate-api-credentials/		
4	avoid_duplicates_when_copying_tags	Triggers and Variables can get duplicated when copying a Tag to another Site. If TRUE, Piwik Pro Manager will make sure that no duplicates remain after the copying has completed.	TRUE	
5	terms_and_users	no description	[{"u": "", "a": "2025-02-11T18:55:24.949Z"}]	
6	setup_status	Piwik Pro Manager account & connection were initialized and tested successfully	success	
7				

Change this to FALSE if you want to retain the regular duplicate-provoking (but safer in messy setups) TM default copying logic.

Step 3d: Copy the Variables

Now do the same with the Variables. Go to the “Variables” tab, filter for site_name = your Blueprint Site, and then select your Destination Sites in the “COPY TO” column:

in_tags_count	used_in_tags_ids	used_in_tags_names	used_in_triggers_count	used_in_triggers_ids	used_in_triggers_names	used_in_variables_count	used_in_variables_ids	used_in_variables_names	EDIT/DELETE	SYNC IN	COPY TO
6	ec53772f-1f97	Newsletter R	0			0			▼		Lukas Testing 2:17653991-1...
1	32b3aaec-07f	stg.timer - 2 r	0			0			▼		Lukas Testing 2:17653991-1...
1	7c4403cd-081	Scroll & Time	0			0			▼		Lukas Testing 2:17653991-1...
1	08956c55-85a	G:stg.domRe...	0			1 efce16ee-5a2	hreflang x-default		▼		Demo site:cd592eaf-8702-43d2-af32-3b5241ed6f43
1	83771190-08b	G:stg.pageVi...	0			0			▼		Lukas Testing 2:17653991-1c51-4f67-b615-8b0c178ea365
0			0			1 e72e9045-f5f	Sanitized URL Quo...		▼		Lukas Testing 3:33174018-c808-4f13-9249-e82dfaf65b25
3	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 4:ac7aac34-dcc6-49f6-8f2e-bd967b03aa93
1	44d32c9b-6ac	G:genericEve...	2 8e1232b3-3b	genericEvent		0			▼		Lukas Testing 5:f13408fc-dca8-48c7-9275-befb8ee486a3
1	44d32c9b-6ac	G:genericEve...	0			0			▼		Lukas Testing 6:b102cecc-1aaa-4ff7-88c8-b4e439f52716
1	44d32c9b-6ac	G:genericEve...	0			1 a920c4da-126	Google Ads Conv...		▼		Lukas Testing 7:045ddb09-142a-4247-8bd3-d3d6cc6d05a2
1	44d32c9b-6ac	G:genericEve...	0			0			▼		efn Test 2022:602babbb-b872-41bb-ad10-4727151dd527
1	44d32c9b-6ac	G:genericEve...	0			0			▼		www.dim28.ch:8c695d15-5c0b-468d-b025-167848f1eb10
0			0			2 e72e9045-f5f	Sanitized URL Quo...		▼		Lukas Testing 2:17653991-1...
2	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
0			0			2 e72e9045-f5f	Sanitized URL Quo...		▼		Lukas Testing 2:17653991-1...
2	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
3	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
0			3 94ee297b-dff	pageView - S		4 7eeeada-39	hreflang x-default		▼		Lukas Testing 2:17653991-1...
2	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
2	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
2	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
2	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
3	487f9184-ca9!	G:pageView i...	0			1 efce16ee-5a2	hreflang x-default		▼		Lukas Testing 2:17653991-1...
3	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
3	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
3	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
2	e42f5958-7c0!	G:stg.pageVi...	0			0			▼		Lukas Testing 2:17653991-1...
2	487f9184-ca9!	G:pageView i...	0			0			▼		Lukas Testing 2:17653991-1...
2	e42f5958-7c0!	G:stg.pageVi...	0			2 6003db93-5fa	Google Ads Conv...		▼		Lukas Testing 2:17653991-1...
2	e42f5958-7c0!	G:stg.pageVi...	0			0			▼		Lukas Testing 2:17653991-1...

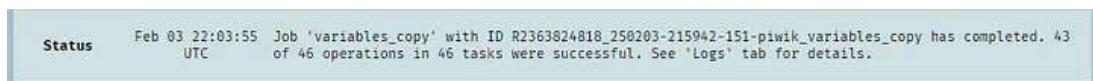
Variables CustomDimensions Goals Logs Config

Then, run Variables -> Copy Variables:

The screenshot shows a table of variables with columns: name, type, and value. A context menu is open over a row, with 'Copy Variables' highlighted.

eventTargetEl()	data_layer	FALSE	FALSE
eventTargetEl()	data_layer	FALSE	FALSE
function()	custom_java	FALSE	FALSE
eventTargetEl()	data_layer	FALSE	FALSE
eventTargetEl()	data_layer	FALSE	FALSE
eventTargetEl()	data_layer	FALSE	FALSE
eventValue	data_layer	FALSE	FALSE
parameter	parameter_url	FALSE	FALSE
parameter	parameter_url	FALSE	FALSE
parameter	parameter_url	FALSE	FALSE
parameter	parameter_url	FALSE	FALSE
function()	custom_java	FALSE	FALSE
function()	custom_java	FALSE	FALSE
function()	custom_java	FALSE	FALSE
function()	custom_java	FALSE	FALSE
function()	custom_java	FALSE	FALSE

Note that when copying to other Sites, Piwik Pro Manager will only copy components with names that do not yet exist in the particular Destination Site. Having “original Variable” alongside “original Variable (copy)” would cause chaos down the line when we are trying to keep components in sync across sites. So if you see that some copying operations failed, ...



... make sure you check the “Logs” tab. It will show a “failed” status for already existing Variables with the result “Variable name is already used. Choose a different variable name”.

2025-02-03 22:03:52 - Logs for variables_copy. Job ID R2363824818_250203-215942-151-piwik_variables_copy. 43 of 46 operations were completed.			
ppmgrtask_op	ppmgrtask_status	ppmgrtask_result	id
variables_copy	[{"status": "failed", "site": "Lukas Testing 6"}]	[{"result": "Could not copy Variable 60e8687b-320c-4233-81ff-c2262c159577 to None - eventAction - DL Response: ["errors": [{"code": "NOT_UNIQUE_VARIABLE_NAME_ERROR", "detail": "Variable name is already used. Choose a different variable name.", "source": [{"pointer": "data\\\\attributes\\\\name"}]}]}, {"site": "Lukas Testing 6"}]]	60e8687b-320c-4233-81ff-c2262c159577
variables_copy	[{"status": "failed", "site": "Lukas Testing 6"}]	[{"result": "Could not copy Variable 4280c2da-2247-414d-ab73-c6fd57b16a2 to None - hreflang x-default URL Path - JS Response: ["errors": [{"code": "NOT_UNIQUE_VARIABLE_NAME_ERROR", "detail": "Variable name is already used. Choose a different variable name.", "source": [{"pointer": "data\\\\attributes\\\\name"}]}]}, {"site": "Lukas Testing 6"}]]	4280c2da-2247-414d-ab73-c6fd57b16a2

If you started with a blank Destination Site, you should see only Variables which already existed when we copied the Tags with their Triggers, because if a Trigger contains a Variable, Piwik Pro TM creates the Variable in the Destination Site. So here again, Piwik Pro Manager did not create yet another copy — no more clean-up to-do for you!

The only case when you need to get active is if you have Variables with the same name, but a different purpose in the Destination Sites already. You should then delete or rename those and then copy the Global Variables over again.

Step 4: How to keep things in sync

The video summarizes the most important aspects of synching, but do read the rest of the article to understand the nuances.

Now that you have the same global Tags and Variables in all Sites, you can work “in sync”. That means you can “hard-wire” the global components with each other. For this, ...

1. You filter the components for site_name = Blueprint Site
2. For each global Component, you select the Destination Sites in the “SYNC IN” column. Synching means: *I want to keep the definitions of Tags/Variables with the same in the Destination Sites in sync with the definitions in the Blueprint Site.*
3. Whenever you now run Tags -> Sync Tags (or Variables -> Sync Variables), Piwik Pro Manager will change the definitions of all components with the same name in Destination Sites so that they share the definition of the Blueprint Site.

site_name	is_active	prior	name	consent_type	tag_type	template	is_published	created_at	updated_at	url	EDIT/DELETE	SYNC IN
www.dim28.ch	TRUE	0	G:Fake Tag for Embedded Data Consent	not_require_consent	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:genericEvent - Piwik Pro - Generic Event	conversion_t_async	piwik_event	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:pageView or historyChange - Piwik Pro - Pageview	analytics_async	piwik_virtua	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:pageView or historyChange - Scroll & Time - add / refresh	analytics_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.click - Country-Language Switcher	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.click - Fire Page View	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.click - Tab Switch	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.click - Viewport Listener	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.domReady - Fire page_view DL Event	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.domReady - Generic Mouseshow Listener	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.history - Fire historyChange DL Event	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.pageView - Extend Cookie Duration if Analytics Consent	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.pageView - Piwik Pro - Config (prioritized)	conversion_t_async	piwik	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.pageView - Scroll and Time (Engagement) - init	analytics_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.pageView - Set Page Context Custom Dimensions (prioritized)	analytics_async	piwik_custo	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.pageView - TMSHelper functions & config vars (prioritized)	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.pageView or stg.consentDecisionMade - Google Consent	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.scroll - Scroll Tracking 25, 50, 100%	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	G:sg.timer - 2 min on site - trigger genericEvent	conversion_t_async	custom_tag	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	Newsletter Registration Single-Opt-in - Google Ads Conversion	conversion_t_async	google_adw	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	Scroll & Time Engagement - Google Ads Conversion	conversion_t_async	google_adw	FALSE	2024-10-16T02:00:00Z	2025-02-01T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		
www.dim28.ch	TRUE	0	pageView - Subseiten AnlageLösungen - Google Ads Conversion	conversion_t_async	google_adw	TRUE	2024-10-16T02:00:00Z	2025-01-25T00:00:00Z	https://dim28.piw	Lukas Testing 2:17653991-1c51-4f67-b615...		

Let's go through one example:

You want to change the Consent Type of Tag “G:Fake Tag for Embedded Consent” from “not_require_consent” to “conversion_tracking”.

Option a) You do the change directly in Piwik Pro Manager (Google Sheet)

1. Change the value in the column “consent_type”. to “conversion_tracking”.
2. Then run Tags -> Edit & Sync Tags. This will perform the edit AND sync it to all Destination Sites you selected in the SYNC IN column. When the list refreshes, you will see that all Destination Sites now share the same Consent Type for the tag “G:Fake Tag for Embedded Consent”.

Option b) You do the change in Piwik Pro TAG Manager (TM)

This is recommended for complex changes, e.g., JavaScript code changes or changes in the mapping of Custom Dimensions etc. While you can do those changes in the Google Sheet (e.g. in the “TagDetails” tab), Google Sheets is obviously not made for code editing. 😊

1. Do your change in PP Tag Manager.
2. In PP Manager (not Tag Manager), run Tags -> Refresh Tags so you see the newest list.
3. Then, run Tags -> Sync Tags. We don't run Edit & Sync here because you have already done the edit in PP TM.

So what does this Sync do exactly?

- If the Sync function finds a component with the same name in the Destination Sites (Destination Sites = Sites you selected in the “SYNC IN” column), it updates that component to the definition from the Blueprint Site.

- *Example:* Tag “G:Supertag” has priority 10 in the Blueprint Site. But in the Destination Site B, Tag “G:Supertag” has priority 5. After synching, both Blueprint and Destination Site B’ “G:Supertag” will have a priority of 5.
- If it does *not* find an element with the same name in the Destination Site, it will do nothing.
- While “Copy” copies the Triggers for a Tag to the Destination Site, **Synching does NOT update the Triggers of a Tag.** This is technically near-impossible to do because there is no overarching Trigger ID across Sites. Triggers also refer to invisible Condition IDs which are different from Site to Site. The Piwik Pro API does not offer a way to locate the equivalent Condition ID in another TM Site.
- **So if you change a Tag’s Triggers,** you still need to replicate that manually in the Destination Site (or delete the Tag there and copy the global Tag over again). In professional setups, Triggers for global Tags change rarely, so this should not be a frequent case. What updates frequently instead are Tag contents, e.g. the Custom Code or the Custom Dimension Mappings. For that, “Sync” has you covered! 😊
- For me, the fact that Trigger changes are not part of the Sync is **actually a benefit:** It makes it possible to use the same Tags, but with slightly different Triggers from Site to Site. You may want to fire the exact same “Newsletter Subscription Page” Tag, but if the URL on Site A is different from Site B, it is also likely your Trigger definition will be slightly different.

So much for Synching, probably the most powerful function of Piwik Pro Manager. It is key to avoiding duplicate work and errors due to that in multi-Site Piwik Pro settings. 😊

When creating a component, think global

Last but not least, this post should also teach you to always design a component it in a way that it can easily become a *global* component later, even if it isn’t one now.

For example, assume that you have 10 Sites, and many of these Sites run the Meta (Facebook) Pixel, but each with their own Pixel ID. Oftentimes, people create 10 different Meta Pixel Tags, each with the Meta Pixel ID hard-coded into the Meta Pixel Tag.

Instead, you better create one global Meta Pixel Tag. While this Tag could reference a local variable `{} Meta Pixel ID {}`, you would still need to create

and maintain 10 different local Variables in 10 Sites with that name. Thus, even better, create a *global* Lookup Variable `{{ G:Meta Pixel ID }}` that sets the Pixel ID based on the hostname for example, so it will spit out the correct Pixel ID in all Sites. Your Meta Pixel Tag then references `{{ G:Meta Pixel ID }}`. To summarize, instead of 10 different local Variables or Tags in each Site, you just sync the global Variable `G:Meta Pixel ID` and the global Meta Pixel Tag to all Sites and never have to edit them in more than one place (= the global Blueprint Site) anymore.

Up next: Clean up

In Part IV, I will take a closer look at how to clean up Piwik Pro Tag Manager with the help of Piwik Pro Manager. See you there!

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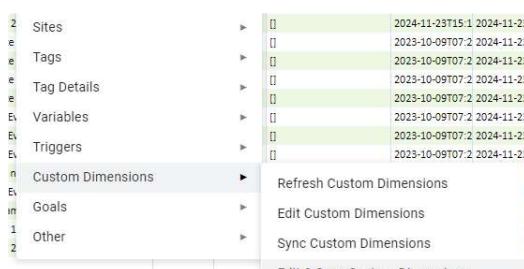
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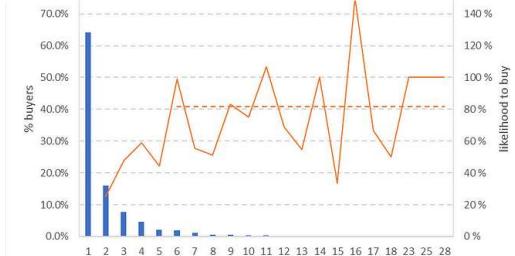


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Factuality	FACTS Grounding Ability to provide factually correct responses given documents and diverse user requests. Held out internal dataset	82.9%	80.0%	83.6%
Math	MATH Challenging math problems (incl. algebra, geometry, pre-calculus, and others)	77.9%	86.5%	89.7%
	HiddenMath Computation-level math problems. Held out dataset AIME/AMC-like, crafted by experts and not leaked on the web	47.2%	52.0%	63.0%
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