

#GTM4ward

# Mastering GTM Templates: Privacy, Performance, and Scalability in Action

**Mayra Valdés**

October, 2024

**JUSTIA**

# Your Speaker

## Mayra Valdés



- Director of Data Engineering at Justia
- México
- 14 years of experience in software development and digital marketing
- MSc in Data Analytics from the University of Glasgow
- Happy mom of a beautiful kid

**Fun Fact:** *I like poker and use data statistics to "even the odds."*

# Justia offers many free legal resources:

The screenshot shows the Justia homepage with a dark blue header. The header features the Justia logo and navigation links: Find a Lawyer, Ask a Lawyer, Research the Law, Law Schools, Laws & Regs, Newsletters, and Marketing Solutions. A search bar and user login options (Log In, Sign Up) are also present.

The main content area is divided into several sections:

- Legal Guides**: Categories include Injury Law, Employment & Labor, Family Law, Criminal Law, Business Law, Immigration, Home Ownership, and Intellectual Property.
- Justia Connect**: A section for members with a "Log In" button and a "Learn More" link.
- Today on Verdict**: An article titled "Why Is an Election Law Challenge (Brought by Republicans Against Governor Whitmer Concerning Voter Registration Centers) That Is Grounded in Michigan State Law Proceeding in Federal Court—and What Are the Lawyers Doing There?" with two author profiles.
- Legal Research & Law Practice**: Categories include Laws: Cases & Codes, US Federal Government, US Courts, US States, Law Schools, Legal Forms, Law Blogs, Experts & Expert Witnesses, and 50-State Surveys.
- Lawyers, Legal Aid & Pro Bono Services**: Categories include Personal Injury, California, Criminal Law, New York, Family Law, and Texas.
- Find a Lawyer**: A search form for legal issues and lawyer names, with a "Search" button and a "Lawyers - Get Listed Now!" link.

# JUSTIA

## Mission

To make law and legal resources free for all.

Justia also offers premium marketing solutions:

**JUSTIA** Marketing

SOLUTIONS TESTIMONIALS ABOUT US BLOG (888) 587-8421 CONTACT US

## Get More Clients

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Justia delivers premium marketing solutions to lawyers seeking to expand their online marketing reach. Whether you are looking for search engine optimization, a new law firm website design, or need a complete online marketing strategy, employ our unparalleled track record in helping law firms grow to your advantage.

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Basic ■ Pro

**JUSTIA**

## Mission

To make law and legal resources free for all.



**LET'S GET  
STARTED**

**JUSTIA**

# Agenda

-  Assumptions
-  Resources

## GTM Templates Use Cases

### 1 Privacy

Clean and redact PII from URLs.

### 2 Performance

Core Web Vitals tracking.

### 3 Scalability

How to scale using HTML5 data attributes.

# GTM Template: Use Case 1

## PRIVACY

Clean and redact PII from Page URLs

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Privacy

Performance

Scalability

# Privacy

## PII: Quick Overview

**PII (Personally Identifiable Information)**

refers to any data that can identify an individual, such as names, emails, or phone numbers.

It's important to remove PII to protect privacy, ensure compliance (e.g., GDPR, CCPA), and to reduce the risk for users in data breaches.



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Privacy

Privacy

Performance

Scalability



domain.com/contact

# Contact Us

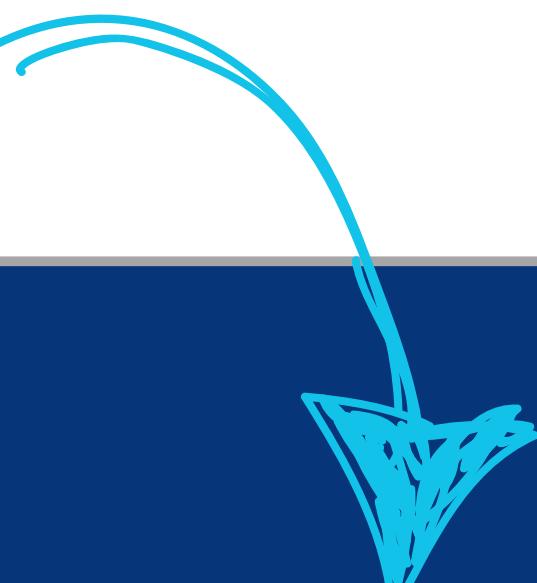
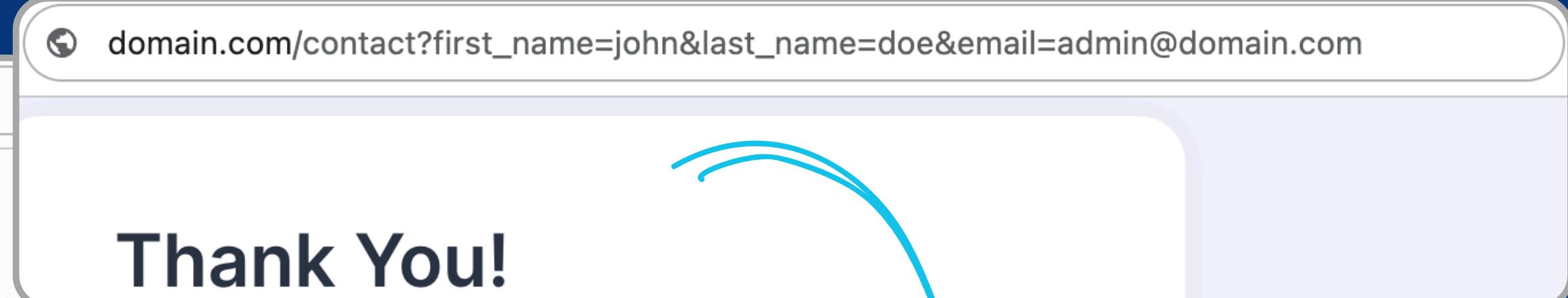
Full Name \*

First Name: john  
Last Name: doe

E-mail \*

admin@domain.com  
example@example.com

**Submit**



Total	Landing page + query string	Views
11 /contact	/contact? first_name=jonh&last_name=doe &email=admin@domain.com	922 100% of total 1

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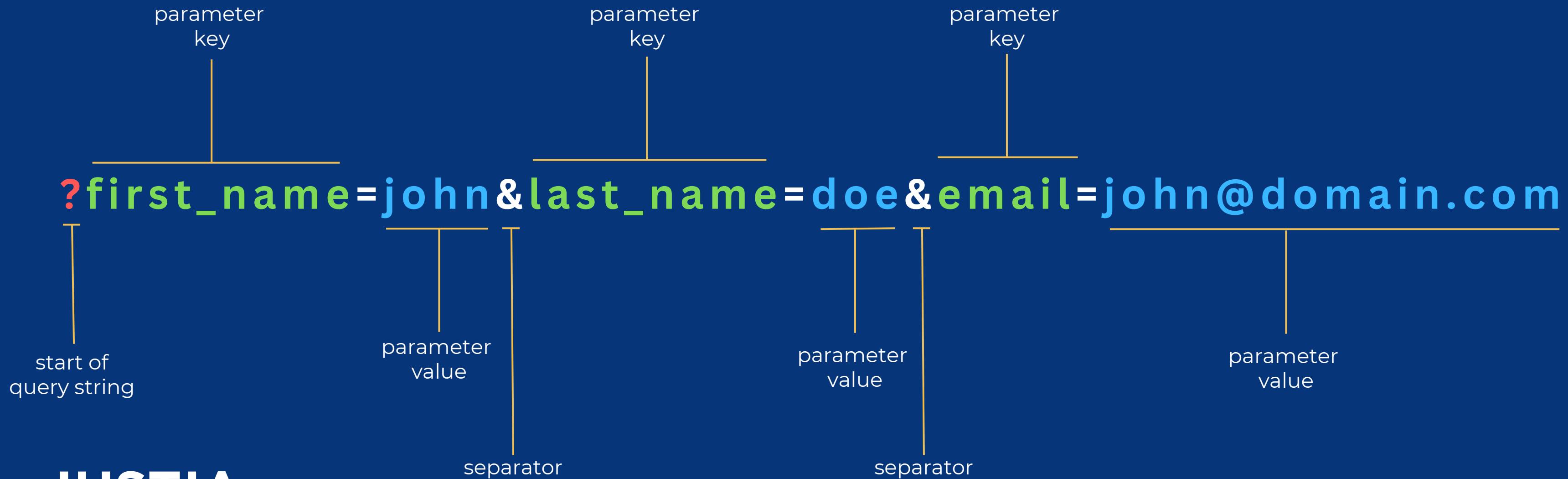
## Privacy

Privacy

Performance

Scalability

domain.com/contact?first\_name=john&last\_name=doe&email=



# Privacy

Privacy

Performance

Scalability

## Variable Configuration

Variable Type



Custom JavaScript

Custom JavaScript ?

```
1 function() {
2     var piiFields = ['name', 'phone', 'email', 'city'];
3     var replacement = '[redacted]';
4
5     var urlObject = new URL('{{Page URL}}');
6
7     var newParams = urlObject.searchParams.entries().reduce(function(acc, entry) {
8         var value = entry[1];
9         var prefix = acc == '' ? '?' : acc + '&';
10
11        if (piiFields.includes(entry[0])) {
12            value = replacement;
13        }
14
15        return prefix + entry[0] + '=' + value;
16    }, '');
17
18    return urlObject.origin + urlObject.pathname + newParams + urlObject.hash;
19}
```



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### Community Template Gallery

PLATFROMS

- All Platforms
- Web**
- Server

8 templates

SEARCH: pii

**C** **Blacklist**

**Clean or Redact PII from URLs**

by [justia](#)

WEB VARIABLE

Cleans PII from URLs by redacting query parameters based on key or value, with support for regular expressions. Make sure to clean URLs to remove any PII bef...

**C** **Whitelist**

**Cleaner of PII for Page URL by MeasureMinds**

by [MeasureMinds](#)

WEB VARIABLE

Delete PII from the URL and keep only whitelisted parameters. The template also provides utilities to lowercase parts of the URL, delete duplicate parameters, and ...

## Privacy

Privacy

Performance

Scalability



## WHITELISTING

Keeps only whitelisted parameters.



## BLACKLISTING

Removes query parameters based on keys or values that match certain conditions.

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Live Demo

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### Community Template Gallery

PLATFROMS

- All Platforms
- Web**
- Server

8 templates

SEARCH: pii

**C** **Blacklist**

**Clean or Redact PII from URLs**

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WEB VARIABLE

Delete PII from the URL and keep only whitelisted parameters. The template also provides utilities to lowercase parts of the URL, delete duplicate parameters, and ...

## Privacy

# Blacklisting example

### 1. Import Template

Community Template Gallery

**Import Variable Template**

pii

**C** Clean or Redact PII from URLs  
by justia 

**C** Cleaner of PII for Page URL by MeasureMinds  
by MeasureMinds 

**U** URL - PII Redactor  
by MikeUlrich75

### 2. Create Variable

Variables

Page URL URL

Referrer HTTP Referrer

User-Defined Variables

Name ↑ Type

Last Edited

New

X Choose variable type

Discover more variable types in the Community Template Gallery >

Custom Templates

**Clean or Redact PII from URLs**  
Cleans PII from URLs by redacting query parameters based on key or value, with support for regular expressions. Make sure to clean URLs to remove any PII before sending them to third parties.

GALLERY

**HTTP Referrer**  
The value is set to the HTTP referrer.

**URL**

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# Privacy

## 3. Configure

### Variable Configuration

#### Variable Type

 Clean or Redact PII from URLs

#### URL

https://domain.com 

#### Query Parameter Keys

Parameter key

Matching Condition

Replacement Type

Replacement

New Parameter Key 

#### Query Parameter Values

Parameter value regex

Replacement Type

Replacement

Action

New Parameter Value

### New row

#### Parameter key

name 

#### Matching Condition

equals

equals (ignore case) 

✓ matches RegEx

matches RegEx (ignore case)

#### Replacement

[redacted] 

# Privacy

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## Variable Configuration

### Variable Type



#### Clean or Redact PII from URLs

### URL

`{{Page URL}}`

### Query Parameter Keys ?

Parameter key	Matching Condition	Replacement Type	Replacement
name	equals	Redact	[redacted]
email	equals (ignore case)	Redact	[email]
ssn	matches RegEx (ignore case)	Delete	[redacted]
utm	matches RegEx	Delete	[redacted]

### Query Parameter Values ?

Parameter value regex	Replacement Type	Replacement Text
<code>(\+\d+\s)?\(\?\d+\)\?[\s.-]\d+[\s.-]\d+</code>	Redact	[phone]



## Privacy

### 4. Test

Output of GTM-NQP4F5FZ ②

Tags

Variables

Parameter key	Matching Condition	Replacement Type	Replacement
name	equals	Redact	[redacted]
email	equals (ignore case)	Redact	[email]
ssn	matches RegEx (ignore case)	Delete	[redacted]
utm	matches RegEx	Delete	[redacted]

Variable	Variable Type	Return Type	Value
_event	Custom Event	string	"gtm.dom"
Clean Page Location	Clean or Redact PII from URLs	string	"https://domain.com/?name=[redacted]&email=[email]&phone=[phone]&gtm_debug=1728806560477"
Event	Custom Event	string	"gtm.dom"
Page URL	URL	string	"https://domain.com/?name=john&email=john%40domain.com&phone=123-456-7890&ssNumber=1234567890&utm_source=web&gtm_debug=1728806560477"
Referrer	HTTP Referrer	Query Parameter Values ②	
Parameter value regex	Replacement Type	Replacement Text	
(\+\d+\s)?\(\?\d+\)?[\s.-]\d+[\s.-]\d+	Redact	[phone]	

Privacy

Privacy

Performance

Scalability

# Which one should you pick?



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Privacy

Privacy

Performance

Scalability

# Which one should you pick?



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Community Template Gallery

PLATFOMS: All Platforms, Web, Server

TEMPLATE TYPES: All Templates, Tags, Variables

Clean or Redact PII from URLs by justia

Description: Cleans PII from URLs by redacting query parameters based on key or value, with support for regular expressions. Make sure to clean URLs to remove any PII before sending them to third parties.

What's new: Add support for different matching conditions

Permissions: Requires no permissions.

Attention: The templates provided by third party parties in this Google Tag Manager Community Template Gallery are not provided by Google. Google makes no promises or commitments about the performance, quality, or content of the services and applications provided by the templates. Your use of this Gallery is subject to the [Community Template Gallery User Policies](#).

Simple Analytics by simpleanalytics

URL - PII Redactor by Mikeulrich75

Value Hasher by jamescottrill

LAST UPDATED: October 13, 2024

LINKS: Homepage, Documentation, Repository, Report issue, Report abuse

# Privacy

# SSGTM

Community Template Gallery pii

PLATFROMS  
All Platforms  
Web  
**Server**

3 templates

**C**  
**Clean or Redact PII from URLs**  
by justia   
SERVER VARIABLE

Cleans PII from URLs by deleting, redacting, or masking query parameters based on key or value, with support for regular expressions.

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Clean Page Location Folder

Variable Configuration

Variable Type

**Clean or Redact PII from URLs**

URL  
{{Page Location}}

Query Parameter Keys ?

Parameter key	Match Condition	Replacement Type	Replacement
name	equals	Redact	[redact]
phone	matches RegEx (ignore case)	Redact	[redact]
email	matches RegEx	Mask	[redact]
ssn	equals (ignore case)	Delete	[redact]

References to this Variable

**Page Location Transformation**  
Transformation



# SSGTM

Overview

Clients

Transformations

Tags

Triggers

Variables

Folders

Templates

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Privacy

## Choose transformation type

### Allow parameters

Define which event data values are available for tags

### Augment event

Add or modify event data values

### Exclude parameters

Define which event data values are excluded from tags

## Page Location Transformation

### Transformation Configuration

#### Transformation Type

##### Augment event

Add or modify event data values

#### Parameters to Augment

Name

page\_location

Value

{Clean Page Location}

### Matching Conditions

Always apply

Conditionally apply

### Affected Tags

Allow transformation to affect

Some Tags

Included Tag Types



Google Analytics: GA4  
Google Analytics

# Privacy

13 page\_view >

**GA4 Tag**  Fired

**Firing Triggers**

-  All Pages
- Filters
-  page\_view equals page\_view

**Blocking Triggers**

No blocking triggers

**Transformations**

1	Page Location Transformation
Augment event	

Transformation Details

Display Variables as  Names  Value

**Properties**

Name	Value
Type	Augment event
Matching Conditions	None

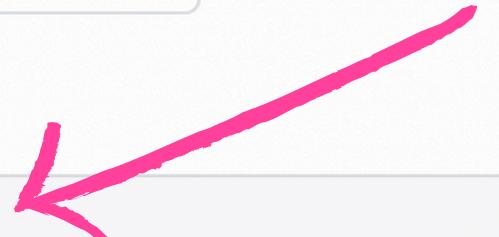
Parameters to Augment `[{paramName: "page_location", paramValue: "Clean Page Location"}]`

**Event Data**

Name	Original Value	Final Value
page_location	<code>"https://domain.com/?name=will&amp;mobilePhone=1234567890&amp;email=test%27" + "40domain.com&amp;SSN=123456789&amp;gtm_debug=1728799522"</code>	<code>"https://mydomain.com/?name=[redact]&amp;mobilePhone=[redact]&amp;email=bc6" + "643f7e4d2ceaecdcabb6cc00e736b8687a57e8d9062304aebf604182b8dc8&amp;gtm_debug=1728" + "799525227"</code>

**Query Parameter Keys**

Parameter key	Match Condition	Replacement Type	Replacement
name	equals	Redact	[redact]
phone	matches RegEx (ignore case)	Redact	[redact]
email	matches RegEx	Mask	[redact]
ssn	equals (ignore case)	Delete	[redact]



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## Privacy

# GA4 PII Redaction

### Extra tip

Around October 2023, Google added a tool to redact data inside the GA4 interface.

The screenshot shows the "Redact data" interface in Google Analytics. At the top, it says "Redact specific data collected by website events before it's sent from your website to Google Analytics. Redacted values will show (redacted)". Below this, there are two main sections: "Email" and "URL query parameters".  
**Email:** "Redact most email addresses from event data".  
**URL query parameters:** "Redact URL query parameters from specific event parameters". It includes a note: "To redact a query parameter's value from URLs, specify one or more query parameter keys to redact." An important note states: "Important: URL query parameter redaction only applies to the following event parameters: page\_location, page\_referrer, page\_link\_url, video\_url, form\_destination." A text input field says "Enter up to 30 query parameters (not case sensitive)" with three examples: "name", "phone", and "address\_line\_1".  
At the bottom, there are green buttons: "Email active" and "1 URL query parameter keys", followed by a right-pointing arrow.



#### Redact data

Prevent specific data from being sent to Google Analytics. [Learn more](#)

Email active

1 URL query parameter keys



# GA4 PII Redaction Limitations

- GA4 only allows redacting, not deleting
- GA4 does not allow customizing the redaction text
- GA4 does not support partial matches or regular expression matches
- ... and more



**GTM Templates can still help with the limitations**

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**Important:** URL query parameter redaction only applies to the following event parameters: page\_location, page\_referrer, page\_path, link\_url, video\_url, form\_destination.

Enter up to 30 query parameters (not case sensitive)

phone~~(X)~~ name~~(X)~~

Test data redaction (optional)

To test what happens when you redact specific data from an event, enter a sample value that could be collected from an event parameter, such as a URL or email address. A redacted version of this data will appear, based on your selected settings above.

Enter a value from an event parameter (?)

https://domain.com/?  
name=john&phone=1234567890&foo=bar

Redacted version

https://domain.com/?name=(redacted)&phone=(redacted)&foo=bar

GTM Template: Use Case 2

# PERFORMANCE

Core Web Vitals Tracking

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# Performance

## Core Web Vitals: Overview

Core Web Vitals are user experience metrics that measure a website's speed, interactivity, and visual stability of a webpage.

*"Web Vitals is an initiative by Google to provide unified guidance for quality signals that are essential to delivering a great user experience on the web."*

**Source:** <https://web.dev/articles/vitals>



## Performance

Privacy

Performance

Scalability

(Loading)

# LCP

Largest Contentful Paint



(Interactivity)

# INP

Interaction to Next Paint



(Visual Stability)

# CLS

Cumulative Layout Shift



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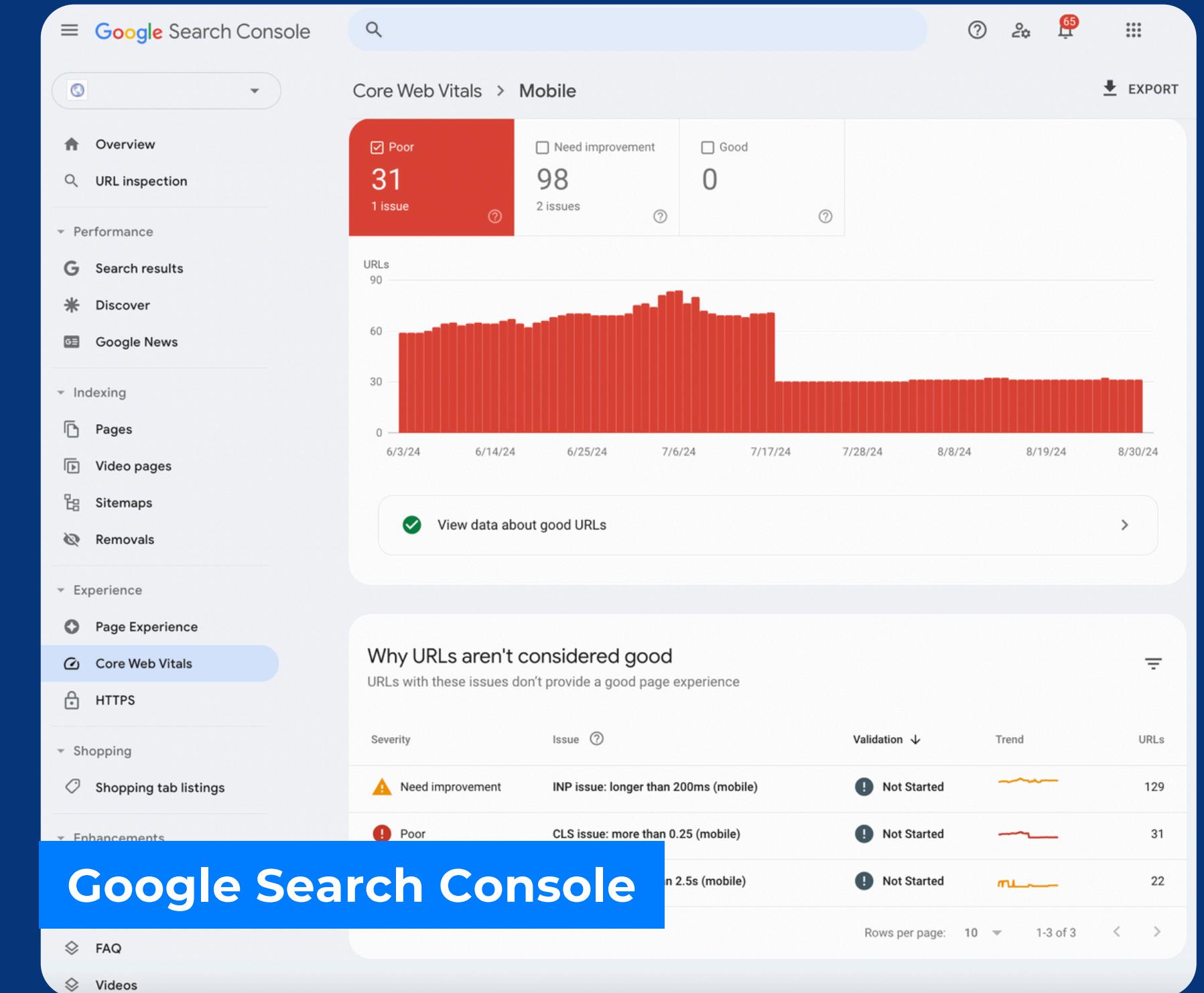
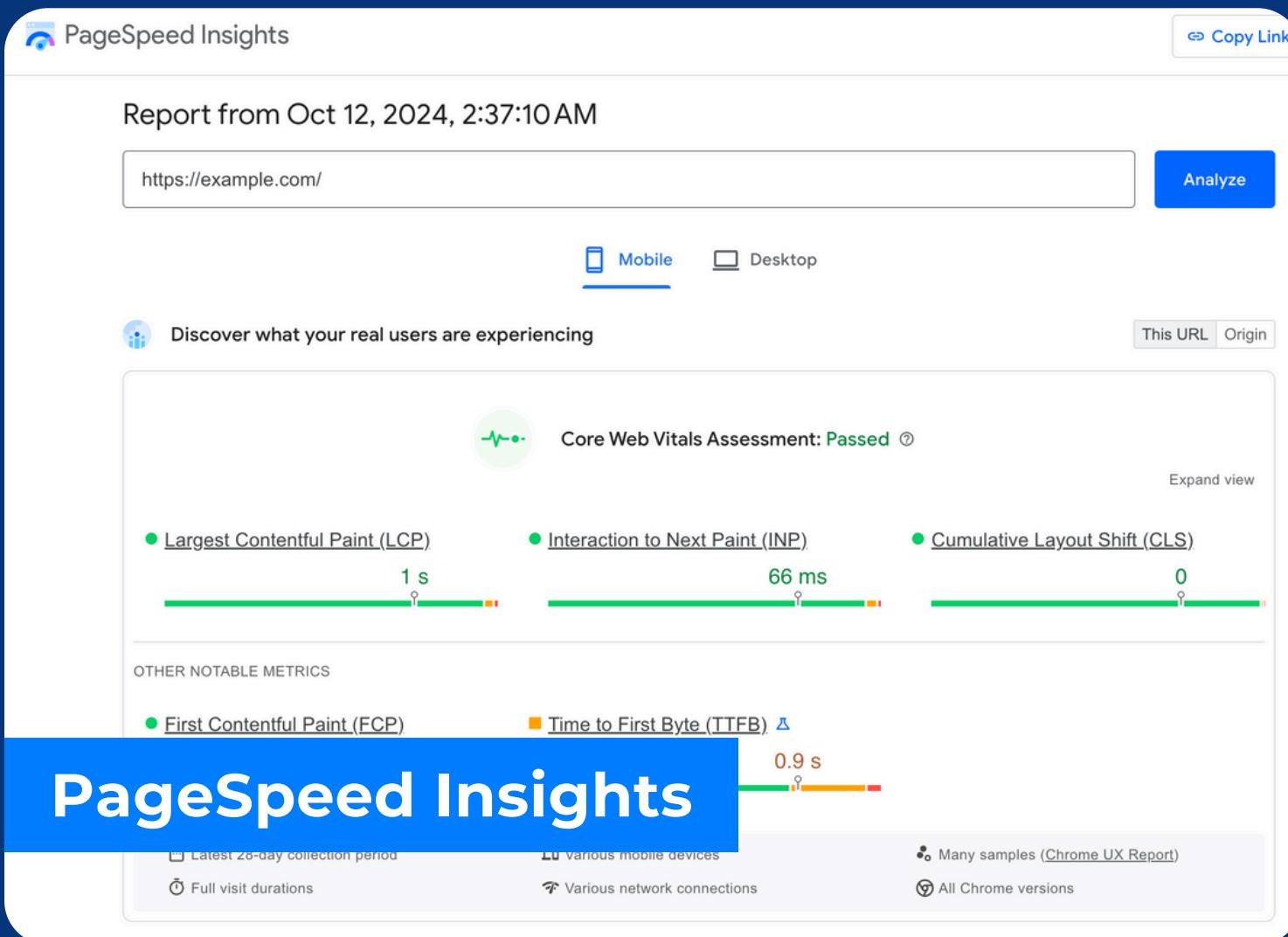
Performance

Privacy

Performance

Scalability

# Debugging Tools



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# These Tools:

- Report data by either monthly or previous 28-day periods.
- Can only be segmented by a limited number of dimensions, such as device category (desktop or mobile).



## Performance

The screenshot shows the Google Tag Manager Community Template Gallery. The search bar at the top contains the text "core web vitals". Below the search bar, there are two template cards:

- Core Web Vitals** by gtm-templates-simo-ah... (checked)  
WEB TAG  
Load the Core Web Vitals library from a CDN and have it push key milestones (CLS, FID, LCP) into dataLayer for use in tags.
- Track Core Web Vitals** by IKAUE-Development  
WEB TAG  
Etiqueta empleada para registrar los Core Web Vitals y enviarlos juntos en un push del dataLayer una vez se han recogido todos.

At the bottom of the page, there is a note: "Attention: The templates provided by third party parties in this Google Tag Manager Community Template Gallery are not created or maintained by Google. Google makes no promises or commitments about the performance, quality, or content of the services. Your use of this Gallery is subject to the [Community Template Gallery User Policies](#)".

## Privacy

## Performance

## Scalability

Simo Ahava's blog

Search blog...

TRACK CORE WEB VITALS IN GA4 WITH GOOGLE TAG MANAGER

January 26, 2021 in Analytics | 101 comments

### Source:

<https://www.simoahava.com/analytics/track-core-web-vitals-in-ga4-with-google-tag-manager/>

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Live Demo

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# Core Web Vitals Notes

- This template is only a wrapper from the official Javascript library.
- It loads an external script from unpkg.com.
- Be careful if your website has a lot of traffic.
  - It could add a lot of extra events.
- A metric callback may not be called if the user never interacts with the page, or, if the page was loaded in the background.



## Performance

alytics | All accounts > Demos  
GTM Demo ▾

+ Create ▾

Product links

BigQuery links

Untitled query

RUN SCHEDULE MORE SAVE DOWNLOAD SHARE

```
SELECT * FROM `analytics_337268677.events_*`  
WHERE event_name IN ('LCP', 'INP', 'CLS')
```

Project number  
4430222222

Query results

SAVE RE

INFORMATION	RESULTS	CHART	JSON	EXECUTION DETAILS	EXECUTION GRAPH		
event_date ▾	event_timestamp ▾	event_name ▾	event_params.key ▾	event_params.string_value ▾	event_params.int_value ▾	event_params.float_value ▾	event_params.double_value ▾
20240610	1718006406077...	LCP	campaign	(organic)	null	null	null
			engagement_time_msec	null	4	null	null
			ga_session_id	null	1718006293	null	null
			ga_session_number	null	2	null	null
			event_category	Web Vitals	null	null	null
			value	null	607918	null	null
			page_location	https://web.dev/articles/css-m...	null	null	null
			page_path	/articles/css-masking	null	null	null
			is_eea	false	null	null	null
			term	(not provided)	null	null	null
			debug_mode	null	1	null	null
			source	google	null	null	null

Source: <https://web.dev/articles/vitals-ga4>

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Query results  [SAVE RESULTS](#)  [EXPLORE DATA ▾](#)

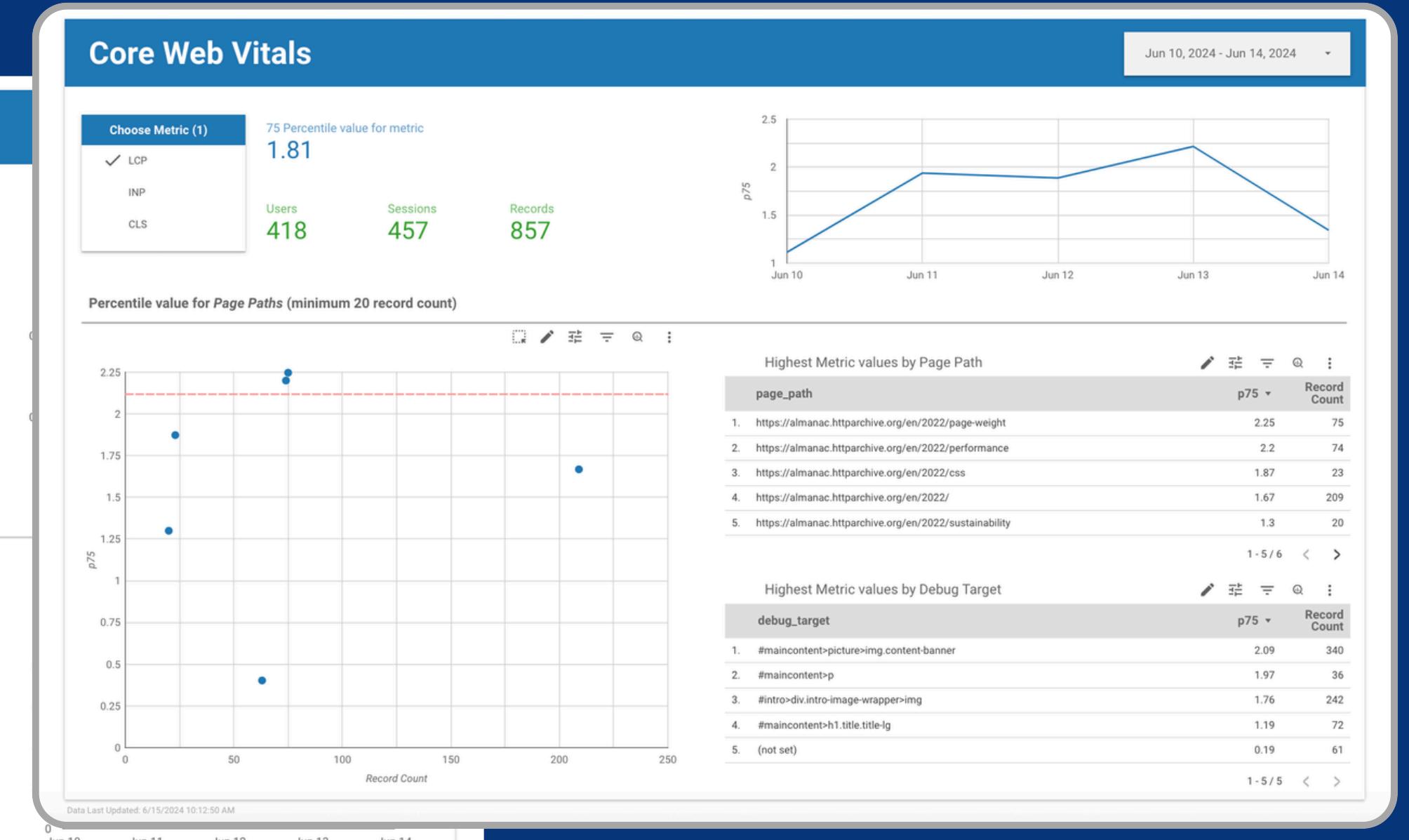
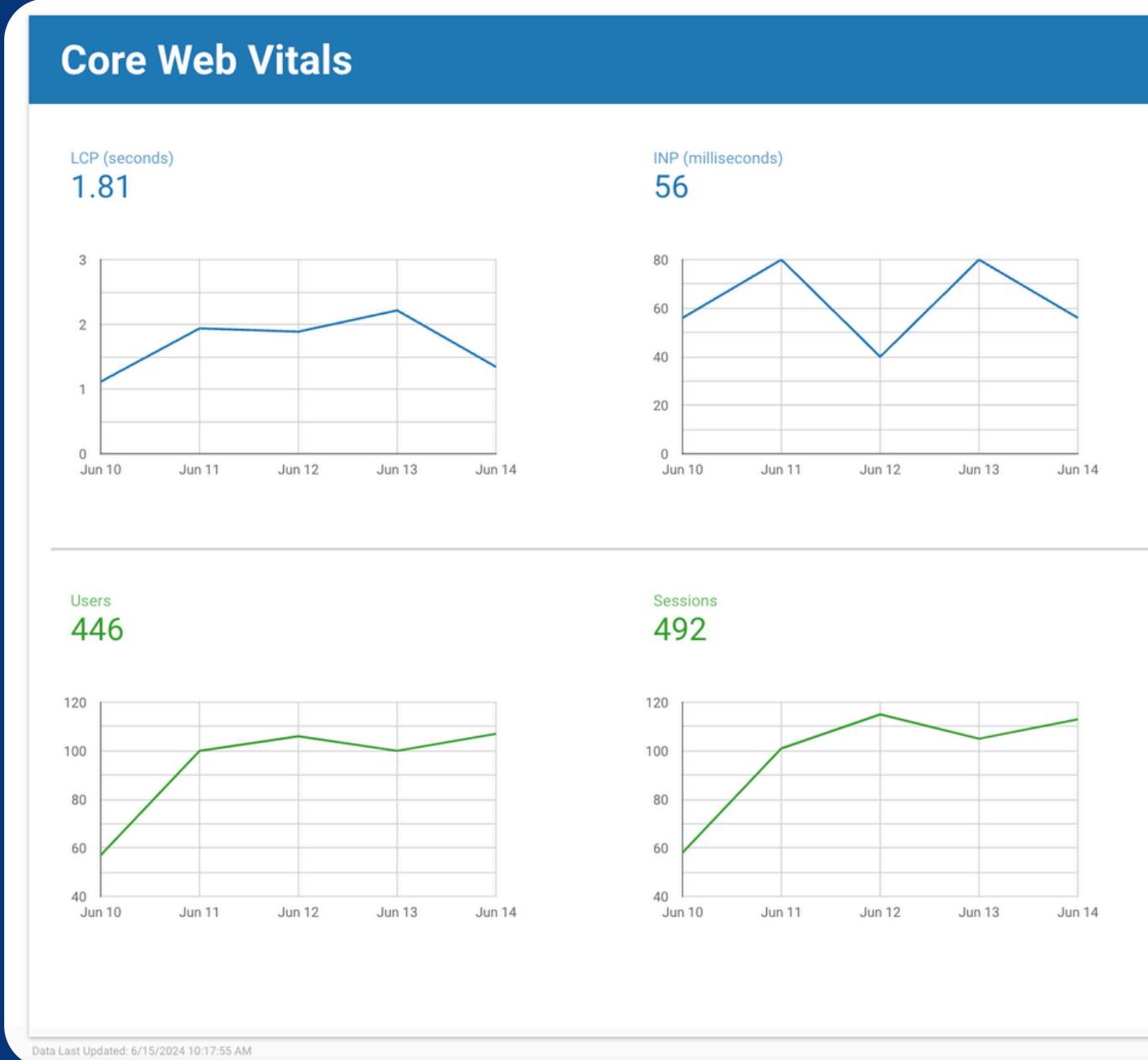
Query complete (2.5 sec elapsed, 1.2 GB processed)

Job information [Results](#) [JSON](#) [Execution details](#)

Row	page_path	debug_target	CLS	count
1	/Google+Redesign/Clearance	body#category>footer.page-footer.center-on-small-only	2.162	182
2	/Google+Redesign/Lifestyle	body#category>footer.page-footer.center-on-small-only	1.911	201
3	/Google+Redesign/Apparel	body#category>footer.page-footer.center-on-small-only	0.965	372
4	/Google+Redesign/Apparel/Mens	body#category>footer.page-footer.center-on-small-only	0.694	261
5	/Google+Redesign/Stationery	body#category>footer.page-footer.center-on-small-only	0.694	169
6	/Google+Redesign/Lifestyle/Bags	body#category>footer.page-footer.center-on-small-only	0.643	153
7	/Google+Redesign/Apparel/Mens/Mens+T+Shirts	body#category>footer.page-footer.center-on-small-only	0.627	153
8	/store.html	body#category>footer.page-footer.center-on-small-only	0.555	391
9	/	ul#slide-out	0.501	531
10	/Google+Redesign/Apparel/Mens/Mens+T+Shirts	ul#slide-out	0.482	139
11	/Google+Redesign/Shop+by+Brand/YouTube	ul#slide-out	0.065	249
12	/Google+Redesign/Shop+by+Brand/YouTube	body#category>footer.page-footer.center-on-small-only	0.046	327
13	/signin.html	div.row-1.row>div.col-md-10.col-md-offset-1>div.col-xs-12.col-sm-6.col-lg-6>div.card.col-xs-12.row	0.024	183

Source: <https://web.dev/articles/vitals-ga4>

## Performance



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Source: <https://web.dev/articles/vitals-ga4>

 [j.st/web-vitals-article](https://j.st/web-vitals-article)

 [j.st/web-vitals-codelab](https://j.st/web-vitals-codelab)

 [goo.gle/web-vitals-connector](https://goo.gle/web-vitals-connector)

## Performance

The screenshot shows the 'Community Template Gallery' interface. At the top, there's a search bar with the query 'supabase writer'. On the left, there are two filter sections: 'PLATFORMS' with 'All Platforms' selected, and 'TEMPLATE TYPES' with 'All Templates' selected. In the center, a single template card is displayed for the 'Supabase Writer'. The card features a green lightning bolt icon, the title 'Supabase Writer', the author 'stape-io', and a status indicator with a checkmark. Below the title, it says 'by stape-io ✓'. Underneath the author information, there are two small icons: 'SERVER' and 'TAG'. A descriptive text below the card reads: 'Use this tag for writing data to the Supabase.' At the bottom of the card, there's a note about third-party templates and a link to the 'Community' page.

Community Template Gallery

supabase writer

PLATFROMS

All Platforms

Web

Server

TEMPLATE TYPES

All Templates

Tags

Variables

Supabase Writer

by stape-io ✓

SERVER TAG

Use this tag for writing data to the Supabase.

Attention: The templates provided by third party p  
Google makes no promises or commitments abou  
Your use of this Gallery is subject to the Commun

## Privacy

## Performance

## Scalability

The screenshot shows the Supabase homepage. At the top right, there's a navigation bar with links for 'Product', 'Developers', 'Enterprise', 'Pricing', 'Docs', 'Blog', and a sign-in button. The main headline is 'Build in a weekend Scale to millions' in large white and green text. Below the headline, a subtext states: 'Supabase is an open source Firebase alternative. Start your project with a Postgres database, Authentication, instant APIs, Edge Functions, Realtime subscriptions, Storage, and Vector embeddings.' At the bottom right, there are two buttons: 'Start your project' and 'Request a demo'.

supabase

Product Developers Enterprise Pricing Docs Blog 72.5K Sign in Start your project

WEBINAR 23 OCT Migrating to Supabase Auth / Good Tape >

# Build in a weekend Scale to millions

Supabase is an open source Firebase alternative. Start your project with a Postgres database, Authentication, instant APIs, Edge Functions, Realtime subscriptions, Storage, and Vector embeddings.

Start your project Request a demo

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## Database Tables

schema: public

Search for a table

Name	Description
pageviews	No description

Database Tables > pageviews

+ New column

Filter columns

Name	Description	Data Type	Format
id	No description	bigint	int8
event_date	No description	date	date
page_hostname	No description	text	text
page_path	No description	text	text
cwv_metric	INP, FCP, CLS	USER-DEFINED	cwv_metric
cwv_value	No description	double precision	float8
cwv_rating	Good, Needs Improvement or Poor	text	text
cwv_debug_target	DOM element most associated with metric	text	text
created_at	No description	timestamp with time zone	timestamptz

## Performance

## Privacy

## Performance

## Scalability

The screenshot shows the Supabase API Settings page. On the left sidebar, under the PROJECT SETTINGS section, the API tab is selected. The main content area displays the API Settings. It includes a Project URL field set to "source Primary Database" with the value <https://zsuzgkpkswnurknwoxx.supabase.co>, a URL field with the same value, and a Project API Keys section containing two keys: "anon" and "public". The "public" key is shown as `eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJp...`. A note at the bottom states that this key is safe to use in a browser if Row Level Security is enabled.

Settings

Demos Free / GTM Demo / Enable branching Feedback

PROJECT SETTINGS

General

Infrastructure

Integrations

Add Ons

Vault BETA

CONFIGURATION

Database

**API**

Authentication

Storage

Edge Functions

Log Drains

BILLING

## API Settings

Project URL

source Primary Database

URL

<https://zsuzgkpkswnurknwoxx.supabase.co> Copy

RESTful endpoint for querying and managing your database

### Project API Keys

Your API is secured behind an API gateway which requires an API Key for every request. You can use the keys below in the Supabase client libraries.

Client Docs

anon public

`eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJp...` Copy

This key is safe to use in a browser if you have enabled Row Level Security for your tables and configured policies.



Live Demo

JUSTIA

## GTM Template: Use Case 3

# SCALABILITY

How to scale using HTML5 data attributes

JUSTIA

## Scalability

Tags	Type	Firing Triggers
<input type="checkbox"/> Name ↑		
<input type="checkbox"/> GA4   Contact Button	Google Analytics: GA4 Event	 Contact Button
<input type="checkbox"/> GA4   Contact Us (Form Submit)	Google Analytics: GA4 Event	 Contact Us Form Submission
<input type="checkbox"/> GA4   Content	Google Analytics: GA4 Event	 Content Click
<input type="checkbox"/> GA4   Email Link Click	Google Analytics: GA4 Event	 Email Link Click  Email Share Event
<input type="checkbox"/> GA4   Footer	Google Analytics: GA4 Event	 Footer Click
<input type="checkbox"/> GA4   Header	Google Analytics: GA4 Event	 Header Click
<input type="checkbox"/> GA4   Reviews	Google Analytics: GA4 Event	 Reviews Click
<input type="checkbox"/> GA4   Reviews (Outbound)	Google Analytics: GA4 Event	 Review Button
<input type="checkbox"/> GA4   Search Query	Google Analytics: GA4 Event	 Search Query
<input type="checkbox"/> GA4   Sidebar Click	Google Analytics: GA4 Event	 Sidebar Click
<input type="checkbox"/> GA4   Sign Up (Outbound)	Google Analytics: GA4 Event	 Sign Up Click
<input type="checkbox"/> GA4   Social Facebook (Outbound)	Google Analytics: GA4 Event	 Facebook Outbound Click  Facebook Share Event
<input type="checkbox"/> GA4   Social Instagram (Outbound)	Google Analytics: GA4 Event	 Instagram Outbound Click
<input type="checkbox"/> GA4   Social Linkedin (Outbound)	Google Analytics: GA4 Event	 Linkedin Outbound Click  LinkedIn Share Event
<input type="checkbox"/> GA4   Social Reddit (Outbound)	Google Analytics: GA4 Event	 Reddit Share Event
<input type="checkbox"/> GA4   Social Twitter (Outbound)	Google Analytics: GA4 Event	 Twitter Outbound Click  Twitter Share Event

JUSTIA

## Million Tags

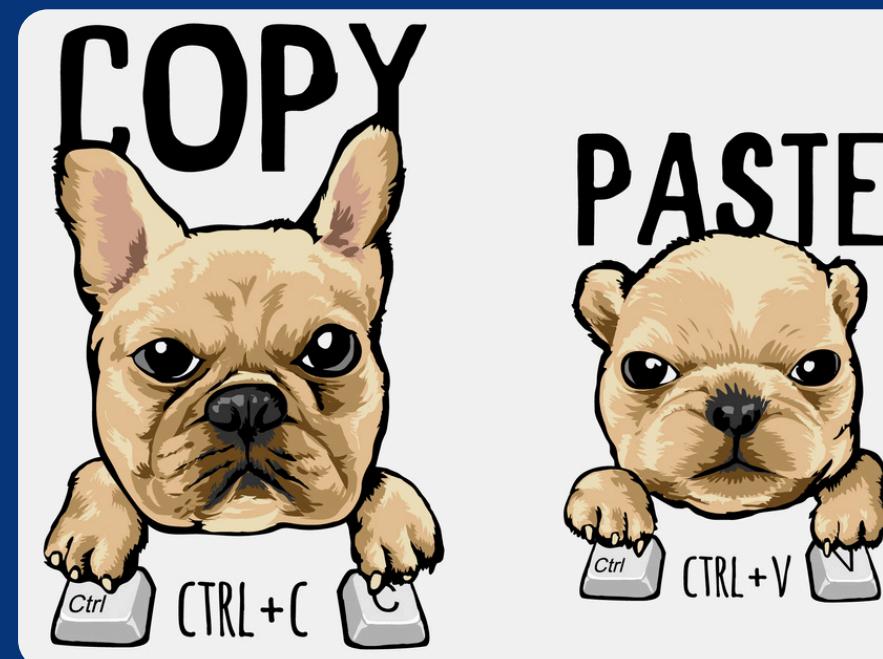
Privacy

Performance

Scalability

Show rows:	50	< >	1-50 of 112
<input type="checkbox"/>	Name ↑	Event Type	Filter
<input type="checkbox"/>	Facebook Outbound Click	Just Links	 Click URL contains facebook
<input type="checkbox"/>	Instagram Outbound Click	Just Links	 Click URL contains instagram
<input type="checkbox"/>	Linkedin Outbound Click	Just Links	 Click URL contains linkedin
<input type="checkbox"/>	Twitter Outbound Click	Just Links	 Click URL contains twitter
<input type="checkbox"/>	Youtube Outbound Click	Just Links	 Click Text contains YouTube

## Dup Triggers



# Scalability

Tag Type

**Google Analytics: GA4 Event**  
Google Analytics

Measurement ID  
{{Measurement ID}}

Event Name  **facebook**

Event Parameters

Event Parameter	Value
click_id	{{Click ID}}
click_text	{{Click Text}}
click_url	{{Click URL}}

Triggering

Firing Triggers

-  **Facebook Outbound Click**  
Just Links
-  **Facebook Share Event**  
Custom Event

OR

Tag Type

**Google Analytics: GA4 Event**  
Google Analytics

Measurement ID  
{{Measurement ID}}

Event Name  **twitter**

Event Parameters

Event Parameter	Value
click_id	{{Click ID}}
click_text	{{Click Text}}
click_url	{{Click URL}}

Triggering

Firing Triggers

-  **Twitter Outbound Click**  
Just Links
-  **Twitter Share Event**  
Custom Event

OR

# Privacy

Tag Configuration

Tag Type

**Google Analytics: GA4 Event**  
Google Analytics

Measurement ID  
{{Measurement ID}}

Event Name  **linkedin**

Event Parameters

Event Parameter	Value
click_id	{{Click ID}}
click_text	{{Click Text}}
click_url	{{Click URL}}

Triggering

Firing Triggers

-  **Linkedin Outbound Click**  
Just Links
-  **LinkedIn Share Event**  
Custom Event

OR

JUSTIA

# Pricing

Quickly build an effective pricing table for your potential customers with this Bootstrap example. It's built with default Bootstrap components and utilities with little customization.

Free

**\$0/mo**

10 users included  
2 GB of storage  
Email support  
Help center access

[Sign up for free](#)

Pro

**\$15/mo**

20 users included  
10 GB of storage  
Priority email support  
Help center access

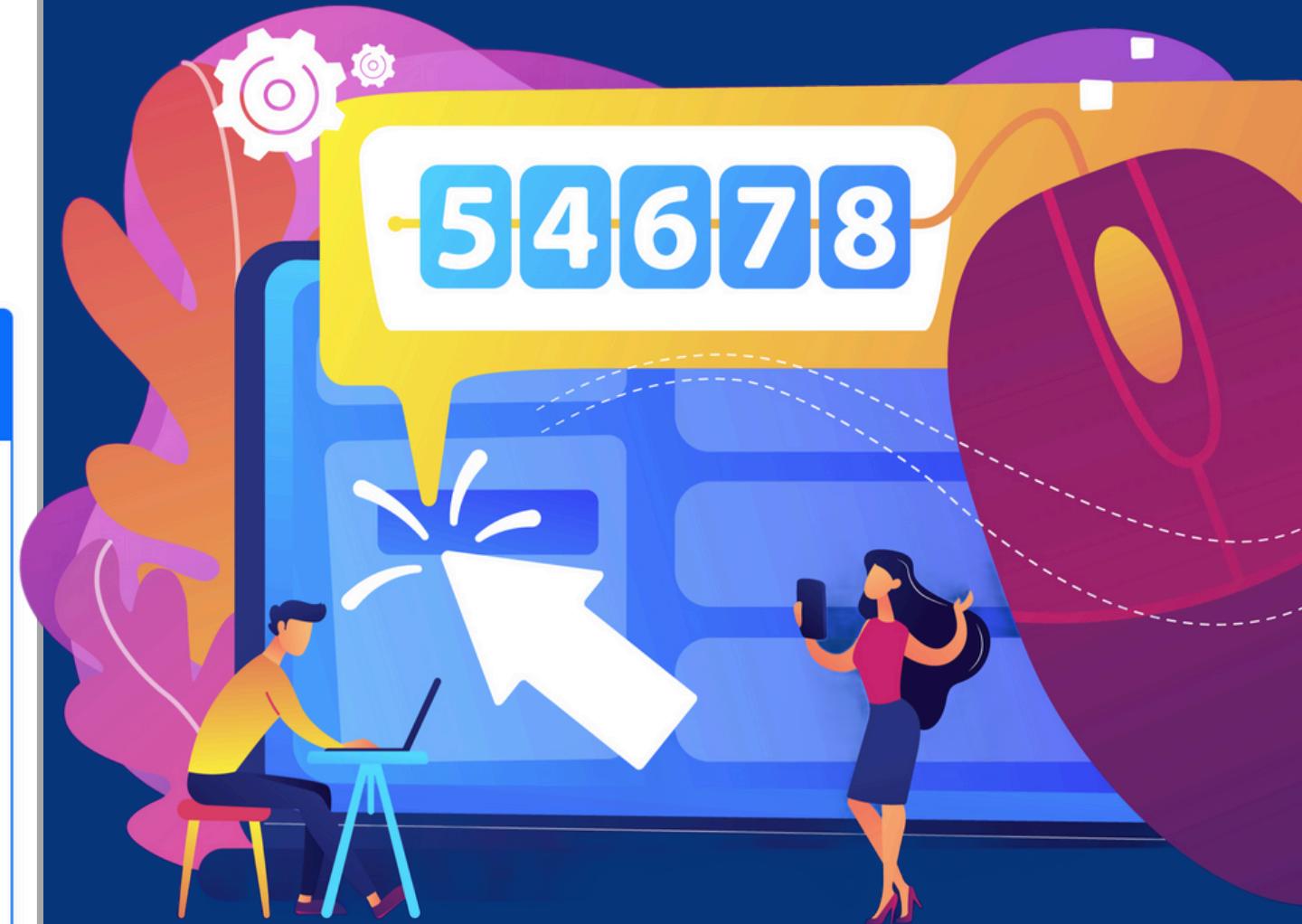
[Get started](#)

Enterprise

**\$29/mo**

30 users included  
15 GB of storage  
Phone and email support  
Help center access

[Contact us](#)



# Pricing

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Help center access

[Get started](#)

Enterprise

**\$29/mo**

30 users included  
15 GB of storage  
Phone and email support  
Help center access

[Contact us](#)

```
> <div class="card-header py-3">...</div>
  <div class="card-body">
    > <h1 class="card-title pricing-card-title">...</h1>
    > <ul class="list-unstyled mt-3 mb-4">...</ul>
      <button id="button-free" type="button" class="w-100 btn btn-outline-primary">Sign up for free</button> == $0
    </div>
  </div>
</div>
```

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Priority email support  
Help center access

[Get started](#)

Enterprise

**\$29/mo**

30 users included  
15 GB of storage  
Phone and email support  
Help center access

[Contact us](#)

```
> <div class="card-header py-3">...</div>
  <div class="card-body">
    <h1 class="card-title pricing-card-title">...</h1>
    <ul class="list-unstyled mt-3 mb-4">...</ul>
    <button id="button-pro-package" type="button" class="w-100 btn-lg btn-primary">Get started</button> == $0
  </div>
</div>
</div>
```

# Pricing

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Pro

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20 users included  
10 GB of storage  
Priority email support  
Help center access

[Get started](#)

Enterprise

**\$29/mo**

30 users included  
15 GB of storage  
Phone and email support  
Help center access

[Contact us](#)

```
><div class="card-header py-3 text-white bg-primary border-primary">...</div>
<div class="card-body">
  ><h1 class="card-title pricing-card-title">...</h1>
  ><ul class="list-unstyled mt-3 mb-4">...</ul>
    <button id="button-enterprise-package" type="button" class="btn btn-lg btn-primary">Contact us</button> == $0
  </div>
</div>
```

## Scalability

Privacy

Performance

Scalability

### Triggers

<input type="checkbox"/>	Name ↑	Event Type	Filter
<input type="checkbox"/>	Button Enterprise Click Trigger	All Elements	Click ID equals button-enterprise-package
<input type="checkbox"/>	Button Free Click Trigger	All Elements	Click ID equals button-free
<input type="checkbox"/>	Button Pro Click Trigger	All Elements	Click ID equals button-pro-package

### Tags

<input type="checkbox"/>	Name ↑	Type	Firing Triggers
<input type="checkbox"/>	GA4 Button Enterprise Tag	Google Analytics: GA4 Event	Button Enterprise Click Trigger
<input type="checkbox"/>	GA4 Button Free Tag	Google Analytics: GA4 Event	Button Free Click Trigger
<input type="checkbox"/>	GA4 Button Pro Tag	Google Analytics: GA4 Event	Button Pro Click Trigger

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## Scalability

Privacy

Performance

Scalability

### Trigger Configuration

Trigger Type



Click - All Elements

This trigger fires on

Click ID matches RegEx button-free|button-enterprise-package|button-pro-package

### Tags

Name ↑

GA4 Button Pricing Tag

Type

Google Analytics: GA4 Event

Firing Triggers



Button Pricing Click Trigger

### Tag Configuration

Tag Type



Google Analytics: GA4 Event  
Google Analytics

Measurement ID

{{GA4 Measurement ID}}

② Cannot detect if the Google tag is present

You may have used a variable or function in the measurement ID.

Event Name ②  
button\_click

Event Parameters

Event Parameter  
button\_type

Value  
{{Click Variable}}

JUSTIA

## Scalability

Privacy

Performance

Scalability

## Pricing Tables

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ac augue at erat hendrerit.

Starter	Business	Enterprise
\$19 monthly	\$199/month	\$299/month
5 Domain Names	Starting at \$199/month	Starting at \$299/month
1GB Dedicated Ram	Responsive Design	Responsive Design
5 Sub Domain	✓ Styled elements	✓ Styled elements
10 Addon Domain	Easy Setup	Easy Setup
24/7 Support	Read More >	Read More >
Sign-up	★★★★★	★★★★★
<a href="#">Buy Now</a>		

**JUSTIA**

## Pricing Plan

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

Starter	Popular	Advance
.....	.....	.....
\$29	\$49	\$69
Best		

**First Package**

Starting at **\$199/month**

- Responsive Design
- ✓ Styled elements
- Easy Setup

[Read More >](#) ★★★★★

[Buy Now](#)

**Second Package**

Starting at **\$299/month**

- Responsive Design
- ✓ Styled elements
- Easy Setup

[Read More >](#) ★★★★★

[Buy Now](#)

**Third Package**

Starting at **\$399/month**

- ✓ Responsive Design
- ✓ Styled elements
- Easy Setup

[Read More >](#) ★★★★★

[Buy Now](#)

**Fourth Package**

Starting at **\$499/month**

- ✓ Responsive Design
- ✓ Styled elements
- ✓ Easy Setup

[Read More >](#) ★★★★★

[Buy Now](#)

## About

Add some information about the album below, the author, or any other background context. Make it a few sentences long so folks can pick up some informative tidbits. Then, link them off to some social networking sites or contact information.

## Contact

[Follow on Twitter](#)  
[Like on Facebook](#)  
[Email me](#)

# Album example

Something short and leading about the collection below—its contents, the creator, etc. Make it short and sweet, but not too short so folks don't simply skip over it entirely.

Main call to action

Secondary action

B

© 2017–2021

## Features

Cool stuff

Random feature

Team feature

Stuff for developers

Another one

Last time

## About

Team

Locations

Privacy

Terms

## Scalability

## Privacy

## Performance

## Scalability

### Million Tags

GA4   Contact Button	Google Analytics: GA4 Event	 Contact Button
GA4   Contact Us (Form Submit)	Google Analytics: GA4 Event	 Contact Us Form Submission
GA4   Content	Google Analytics: GA4 Event	 Content Click
GA4   Email Link Click	Google Analytics: GA4 Event	 Email Link Click  Email Share Event
GA4   Footer	Google Analytics: GA4 Event	 Footer Click
GA4   Header	Google Analytics: GA4 Event	 Header Click
GA4   Reviews	Google Analytics: GA4 Event	 Reviews Click
GA4   Reviews (Outbound)	Google Analytics: GA4 Event	 Review Button
GA4   Search Query	Google Analytics: GA4 Event	 Search Query
GA4   Sidebar Click	Google Analytics: GA4 Event	 Sidebar Click
GA4   Sign Up (Outbound)	Google Analytics: GA4 Event	 Sign Up Click
GA4   Social Facebook (Outbound)	Google Analytics: GA4 Event	 Facebook Outbound Click  Facebook Share Event
GA4   Social Instagram (Outbound)	Google Analytics: GA4 Event	 Instagram Outbound Click
GA4   Social Linkedin (Outbound)	Google Analytics: GA4 Event	 Linkedin Outbound Click  LinkedIn Share Event
GA4   Social Reddit (Outbound)	Google Analytics: GA4 Event	 Reddit Share Event
GA4   Social Twitter (Outbound)	Google Analytics: GA4 Event	 Twitter Outbound Click  Twitter Share Event

# Scalability

## HTML5 Data Attributes

data-\* attributes allow us to store extra information on standard, semantic HTML elements without other hacks, such as non-standard attributes or extra properties on DOM

HTML

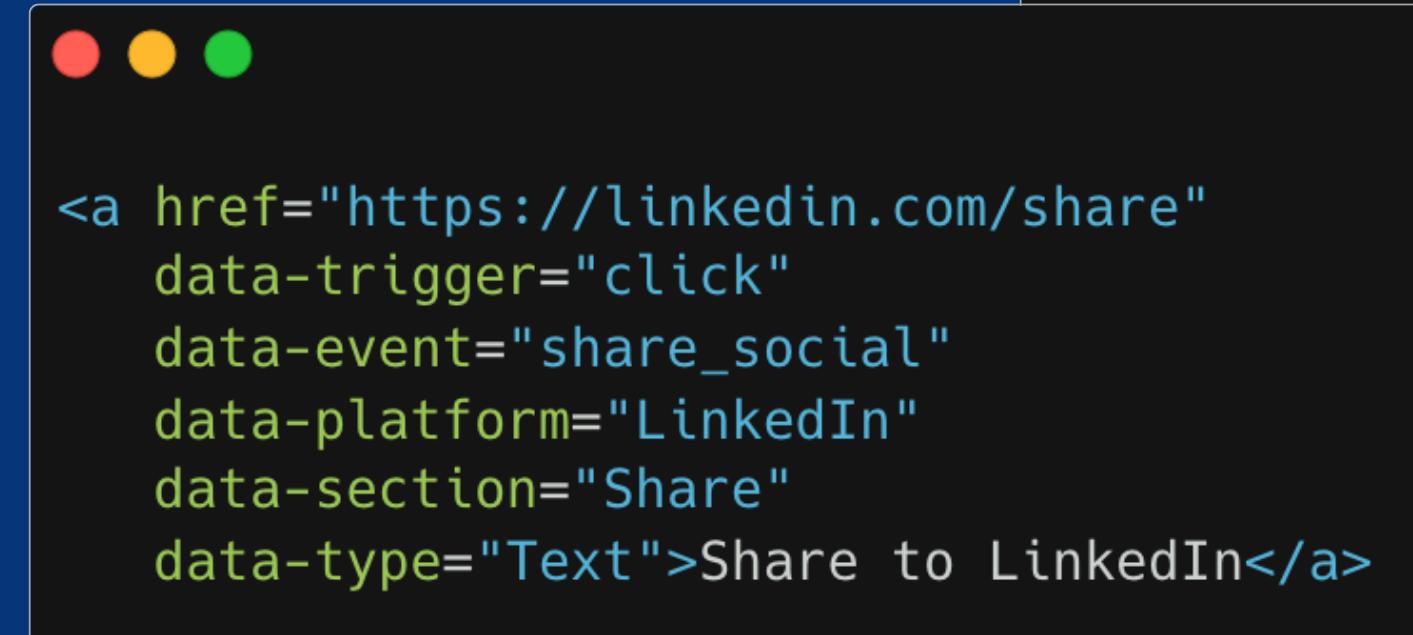
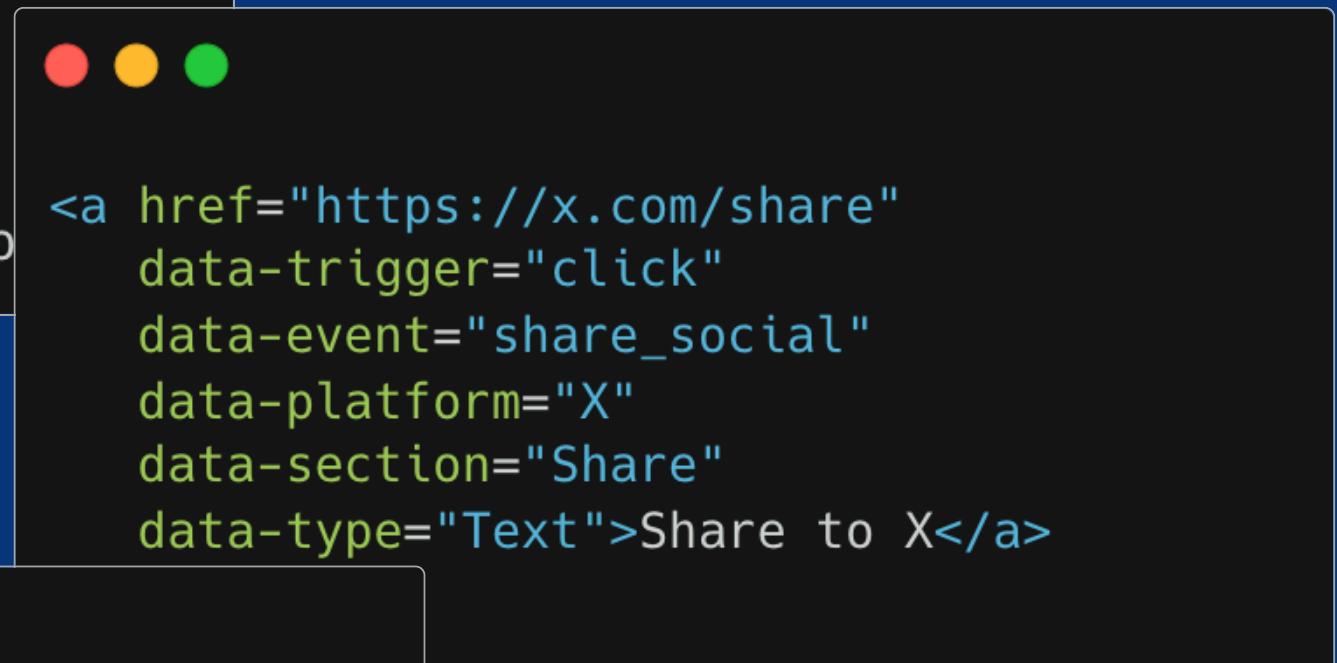
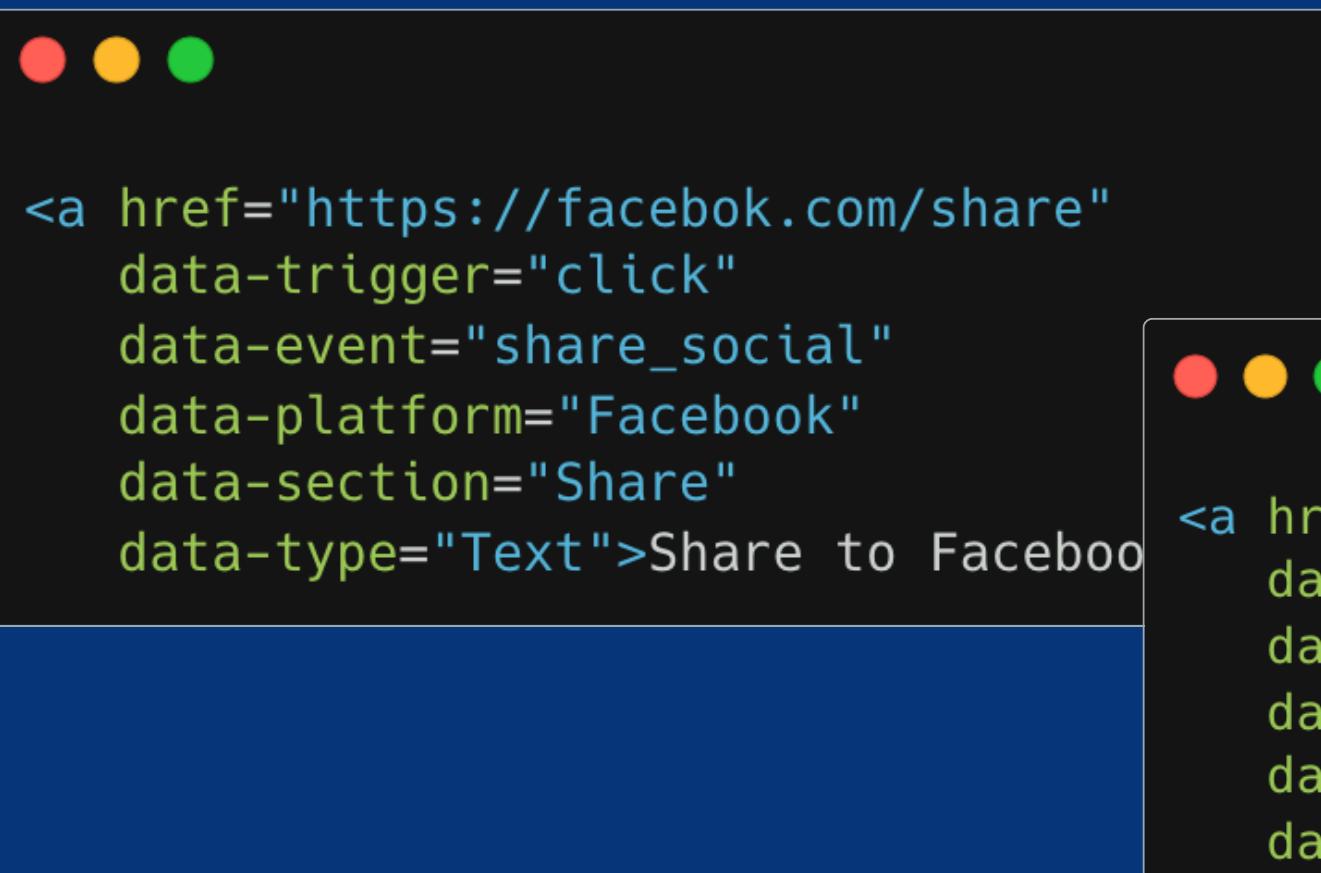
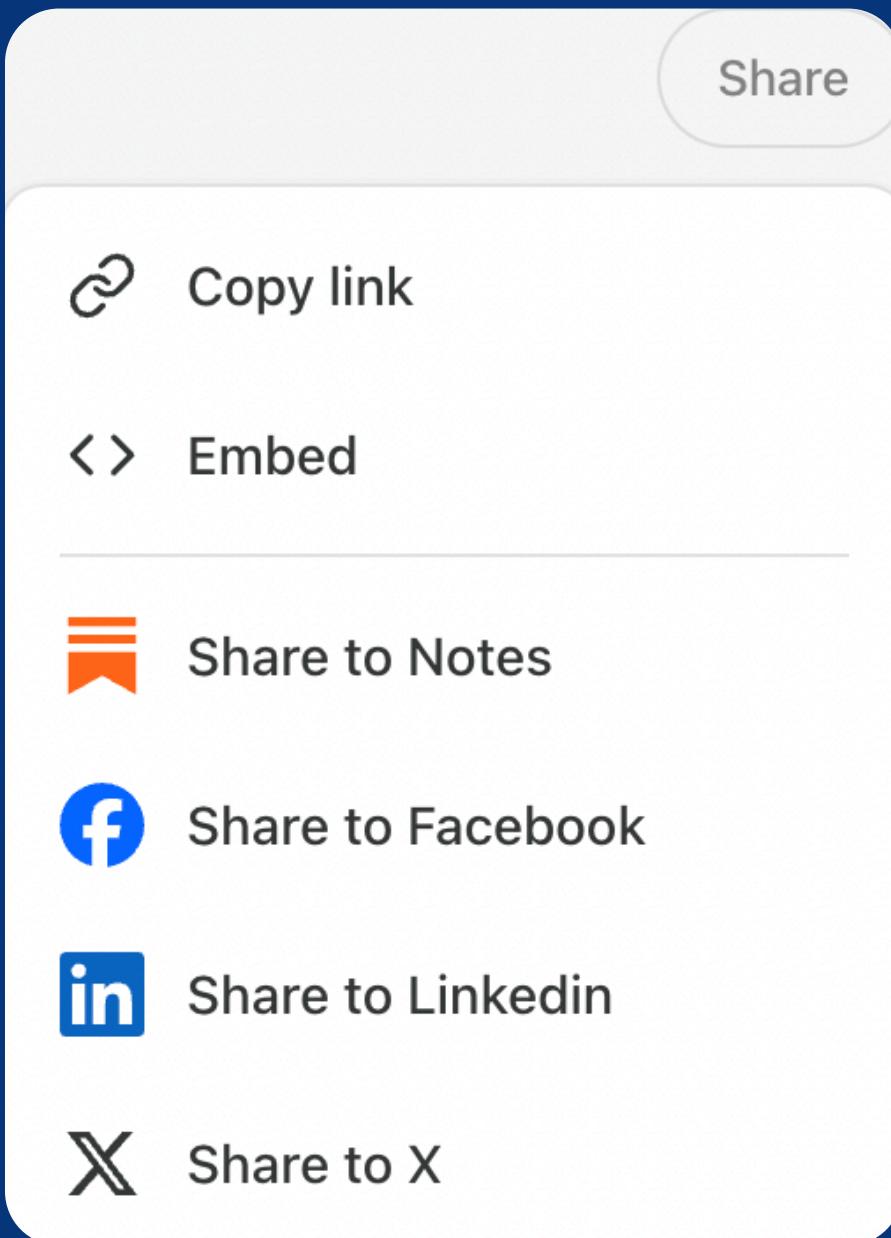
```
<article  
  id="electric-cars"  
  data-columns="3"  
  data-index-number="12314"  
  data-parent="cars">  
  ...  
</article>
```

## Scalability

Privacy

Performance

Scalability



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A screenshot of a web developer tool interface, likely Google Tag Manager or a similar variable manager. The main area shows a list of built-in variables, with the first one, "Untitled Variable", selected. A modal window titled "Choose variable type" is open, listing several options:

- Discover more variable types in the Community Template Gallery** (with a right-pointing arrow)
- Custom JavaScript**: Description: "The value is set to the first value of the 1st party cookie with the matching name."
- Data Layer Variable**
- JavaScript Variable**: Description: "The value is set to that of the global JavaScript variable you specify."
- Page Elements**
- Auto-Event Variable**

The "New" button in the bottom right corner of the modal is highlighted with a hand cursor icon.

Code snippet visible on the left:

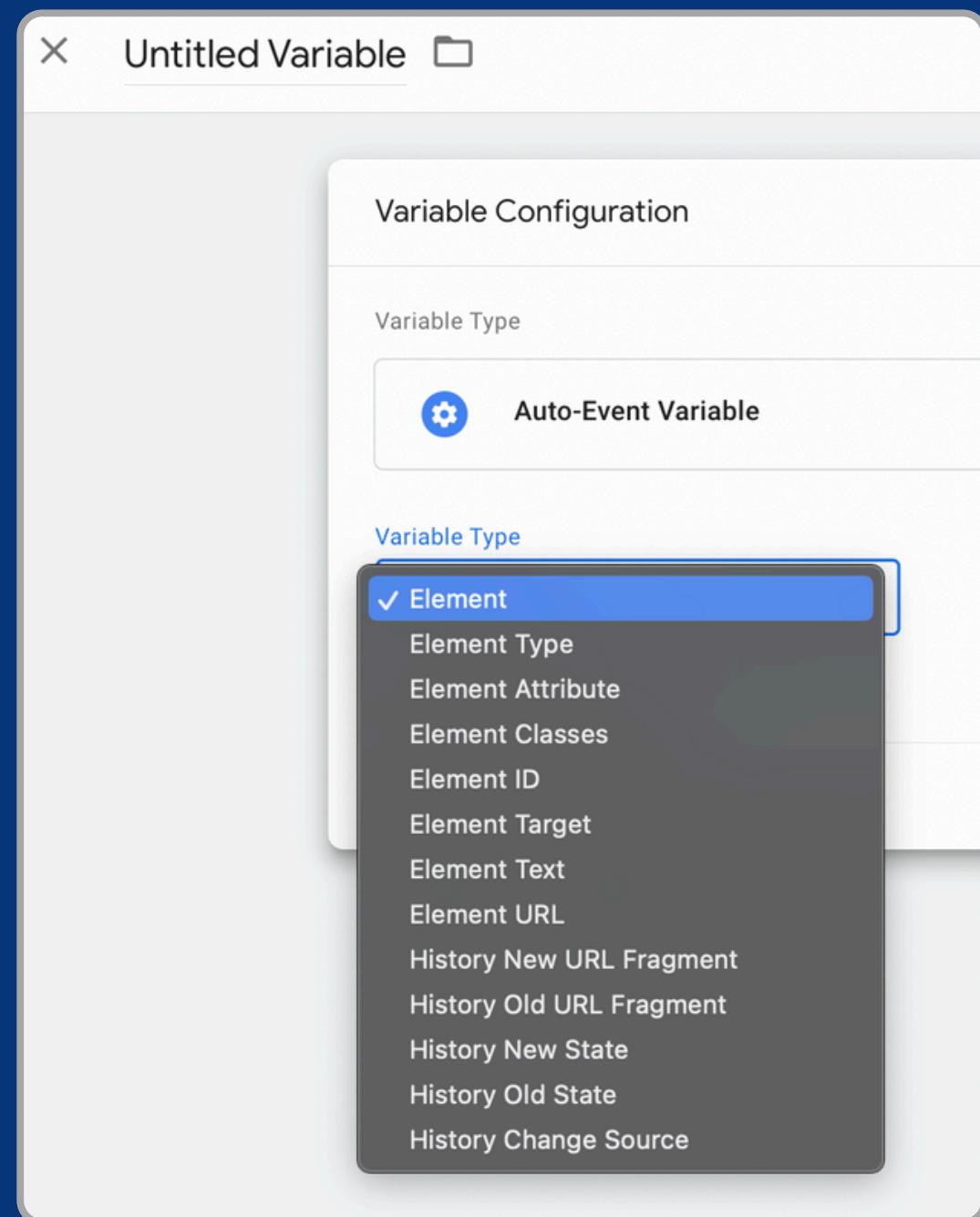
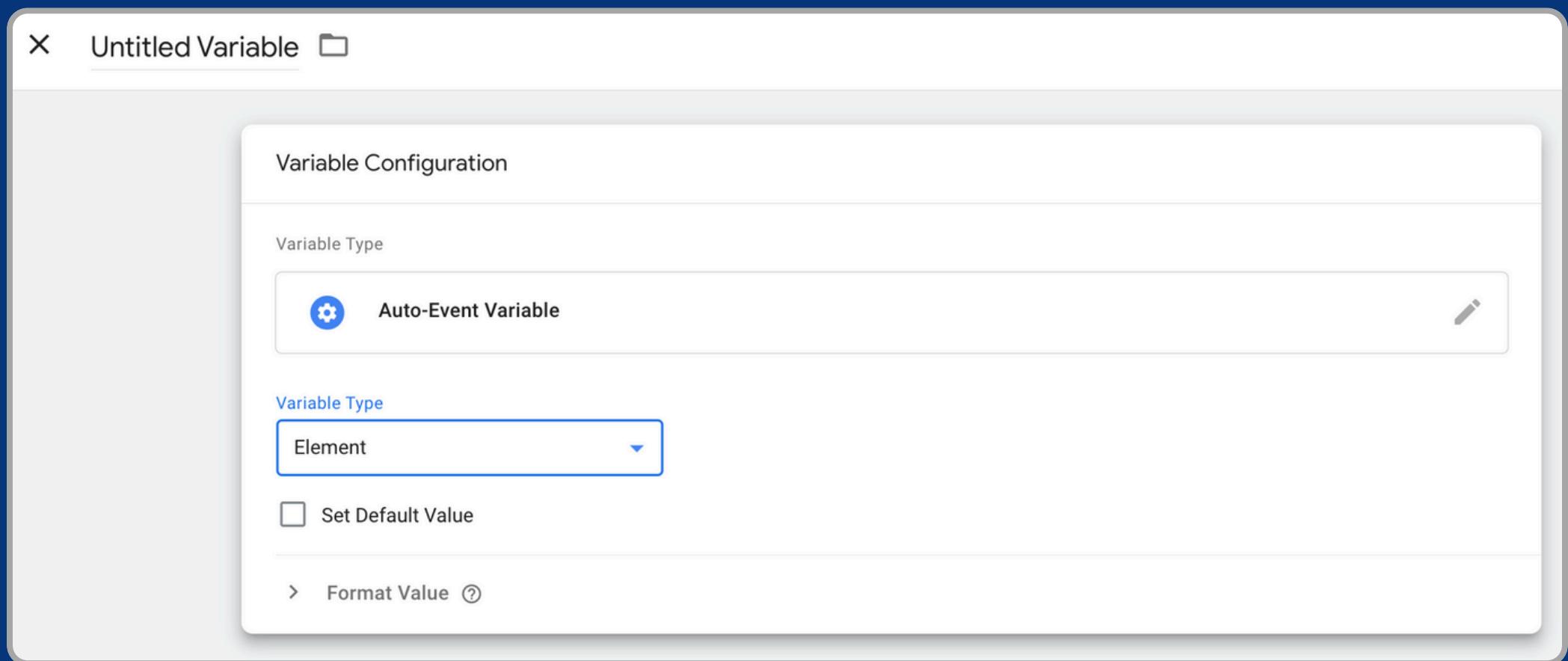
```
<a href="https://facebook.com/share"
  data-trigger="click"
  data-event="share"
  data-platform="Facebook"
  data-section="Share"
  data-type="Text">
```

## Scalability

Privacy

Performance

Scalability



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## Scalability

Privacy

Performance

Scalability

X Untitled Variable □

Variable Configuration

Variable Type

Auto-Event Variable

Variable Type

Element Attribute

Attribute name [?](#)

Set Default Value

> Format Value [?](#)

X AE - Data Trigger Variable □ Save

Variable Configuration

Variable Type

Auto-Event Variable

Variable Type

Element Attribute

Attribute name [?](#)

data-trigger

User-Defined Variables

Name ↑	Type	Last Edited
<input type="checkbox"/> AE - Data Trigger Variable	Auto-Event Variable	a few seconds ago

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## Scalability

Privacy

Performance

Scalability

X Click Trigger Save

Trigger Configuration

Trigger Type

**Click - All Elements**

This trigger fires on

All Clicks  Some Clicks

Fire this trigger when an Event occurs and all of these conditions are true

AE - Data Trigger Var - contains - click

GA4 Event Tag Save

Tag Configuration

Tag Type

**Google Analytics: GA4 Event**  
Google Analytics

Measurement ID {{GA4 Measurement ID}}

Event Name ? click

Cannot detect if the Google tag is in your container  
You may have used a variable or invalid input.  
[Learn more](#)

Triggering

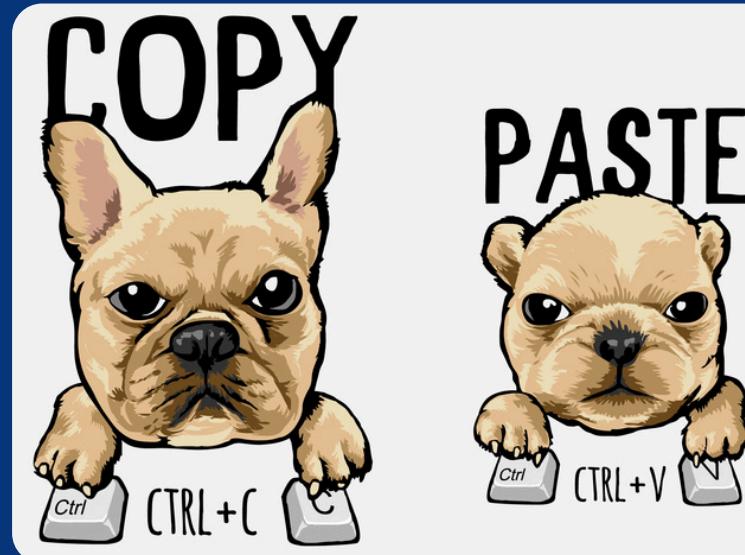
Firing Triggers

**Click Trigger**  
All Elements

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## Scalability

```
<a href="https://facebook.com/share"  
    data-trigger="click"  
    data-event="share_social"  
    data-platform="Facebook"  
    data-section="Share"  
    data-type="Text">Share to Facebook</a>
```



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## Privacy

## Performance

## Scalability

GA4 Event Tag Save

User-Defined Variables

- Name ↑
- AE - Data Event
- AE - Data Platform
- AE - Data Section
- AE - Data Trigger
- AE - Data Type

Tag Configuration

Tag Type

. Google Analytics: GA4 Event  
Google Analytics

Measurement ID  
{{GA4 Measurement ID}}

Event Name ?  
{{AE - Data Event Name Variable}}

Event Parameters

Event Parameter	Value
platform	{{AE - Data Platform Variable}}
section	{{AE - Data Section Variable}}
type	{{AE - Data Type Variable}}

Triggering

Firing Triggers

. Click Trigger  
All Elements

# Scalability

Summary

Event: Click

API Call

```
dataLayer.push({event: "gtm.click", ...})
```

Output of GTM-NQP4F5FZ ⓘ

Tags Variables Data Layer

Tags Fired

GA4 Event Tag

Google Analytics: GA4 Event - Succeeded

Tags Not Fired Hide

GA4 Setup

Google Tag

8 Outbound Clicks

7 Link Click

6 Click

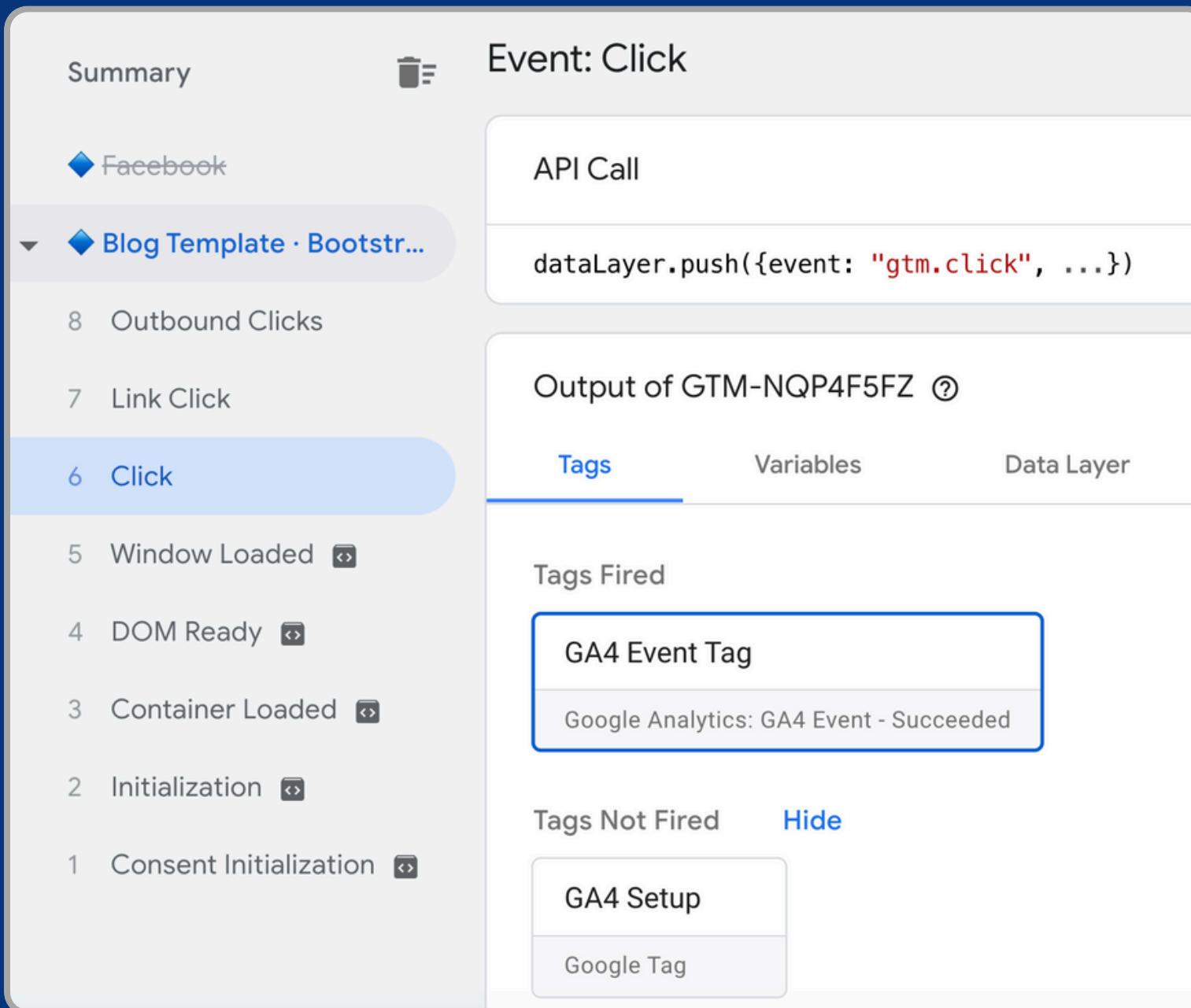
5 Window Loaded ⓘ

4 DOM Ready ⓘ

3 Container Loaded ⓘ

2 Initialization ⓘ

1 Consent Initialization ⓘ



# Privacy

# Performance

# Scalability

6 Click > GA4 Event Tag Fired

Display Variables as  Names  Values

Tag Details

Properties

Name	Value
Type	Google Analytics: GA4 Event
Firing Status	Succeeded
Send Ecommerce data	false
Include user-provided data from your website	false

eventSettingsTable

```
[ { parameter: "platform", parameterValue: "AE - Data Platform Variable" }, { parameter: "section", parameterValue: "AE - Data Section Variable" }, { parameter: "type", parameterValue: "AE - Data Type Variable" } ]
```

Event Name

"AE - Data Event Name Variable"

Show More

Firing Triggers

✓ Click Trigger

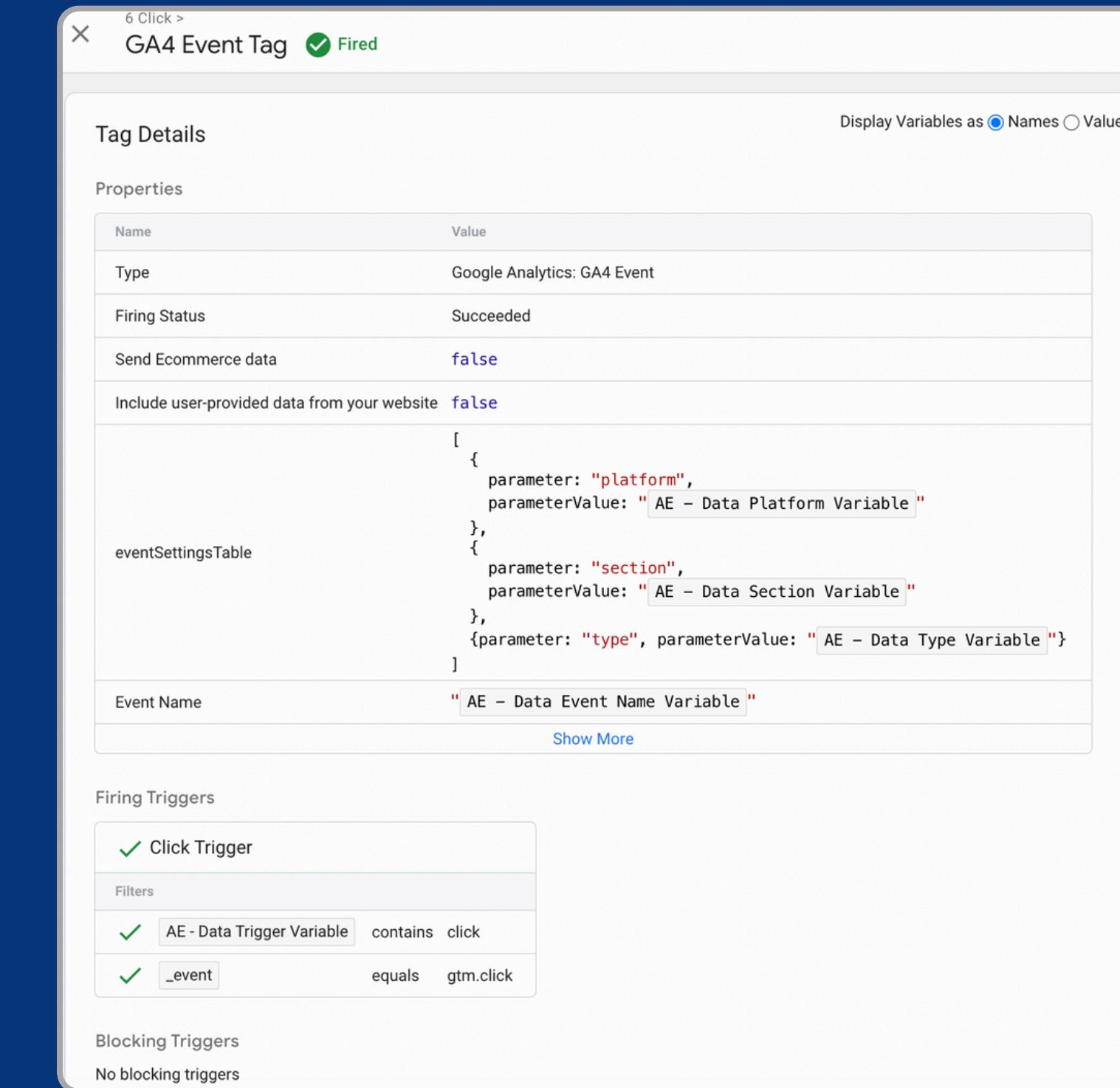
Filters

✓ AE - Data Trigger Variable contains click

✓ \_event equals gtm.click

Blocking Triggers

No blocking triggers



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# Pricing

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## Free

**\$0/mo**

10 users included  
2 GB of storage  
Email support  
Help center access

[Sign up for free](#)

## Pro

**\$15/mo**

20 users included  
10 GB of storage  
Priority email support  
Help center access

[Get started](#)

## Enterprise

**\$29/mo**

30 users included  
15 GB of storage  
Phone and email support  
Help center access

[Contact us](#)

## Scalability

## Privacy

## Performance

## Scalability

Tag Configuration

Tag Type

 Google Analytics: GA4 Event  
Google Analytics

Measurement ID  
{GA4 Measurement ID}

Event Name ?  
{AE - Data Event Name Variable}

Event Parameters

Event Parameter  
platform  
section  
type  
plan

Variable	Variable Type	Return Type	Value	
_event	Custom Event	string	"gtm.click"	
AE - Data Event Name Variable	Auto-Event Variable	string	"share_social"	
AE - Data Plan Variable	Auto-Event Variable	string	""	
AE - Data Platform Variable	Auto-Event Variable	string	"Facebook"	
Name				
AE - collect?v=2&tid=G-R1WSJ2FDY3&gtm=45je4a90v8874...	X Headers Payload Preview Response Initiator Timing Cookies	pscrl: noapi		
AE - collect?v=2&tid=G-R1WSJ2FDY3&gtm=45je4a90v8874...		_s: 3		
AE - collect?v=2&tid=G-R1WSJ2FDY3&gtm=45je4a90v8874...		sid: 1728966868		
AE - collect?v=2&tid=G-R1WSJ2FDY3&gtm=45je4a90v8874...		sct: 3		
AE - collect?v=2&tid=G-R1WSJ2FDY3&gtm=45je4a90v8874...		seg: 1		
		dl: https://gtmtesting.netlify.app/blog		
		dr: https://gtmtesting.netlify.app/?gtm_debug=1728967285190		
		dt: Blog Template · Bootstrap v5.0 – GTM Demo		
		en: share_social		
		ep.platform: Facebook		
		ep.section: Share		
		ep.type: Text		
		ep.plan:		
		_et: 3989		
		tfd: 5744		

JUSTIA

4 / 170 requests | 80 B / 7.5 MB transferred | 0 B / 16.7 MB



Can you use them  
in templates?

## Scalability

Untitled Tag Save

Tag Configuration

Tag Type

- Facebook Pixel facebookarchive
- Tag permissions

Facebook Pixel ID(s)

e.g. 12345678910 [+]

Enhanced Ecommerce dataLayer Integration ?

Event Name

- Standard
- Custom
- Variable

PageView

Consent Granted (GDPR)

True

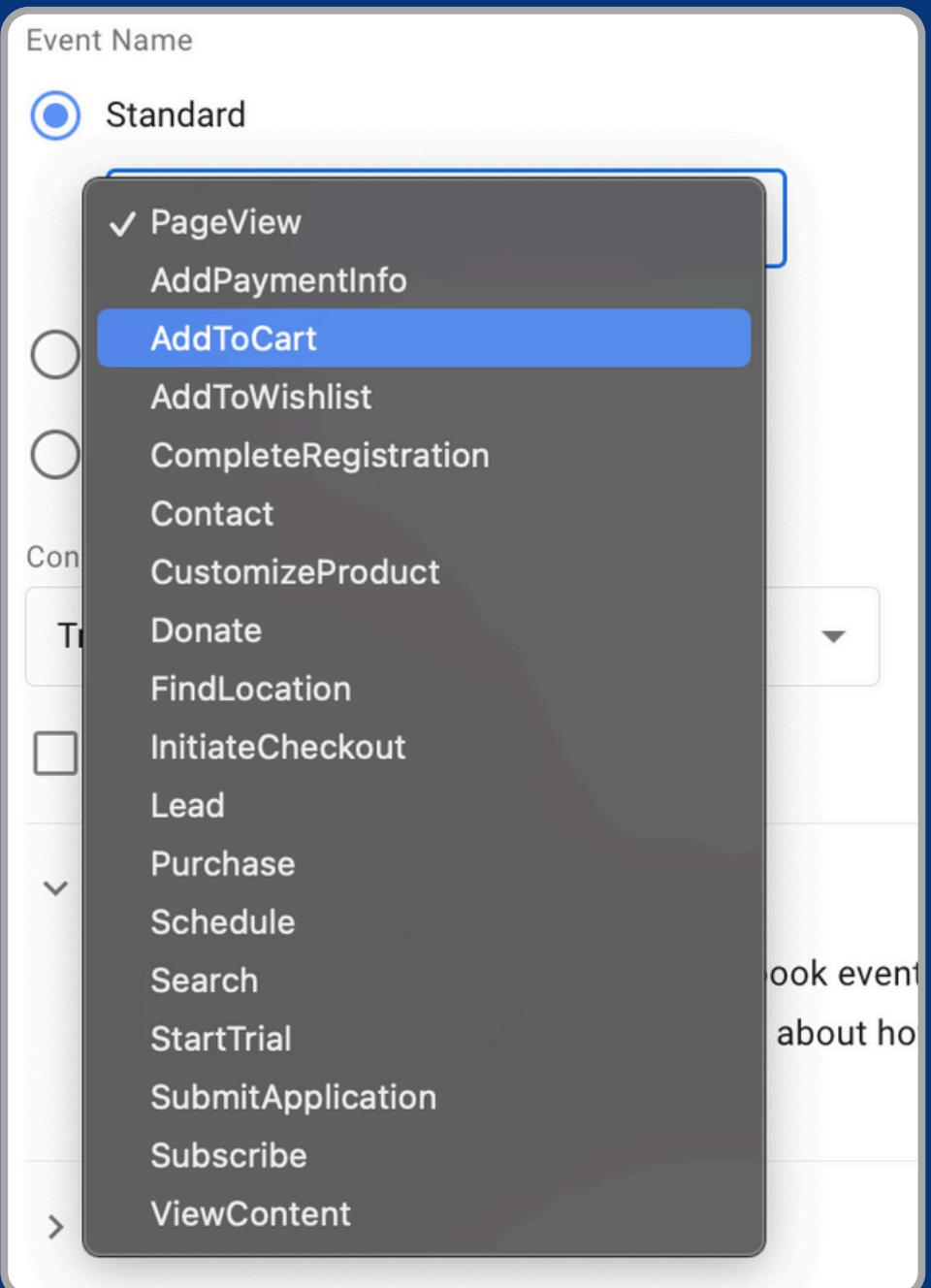
Enable Advanced Matching

> Data Processing Options

> Object Properties

> More Settings

> Advanced Settings



Tag Configuration

Tag Type

- Facebook Pixel facebookarchive
- Tag permissions

Facebook Pixel ID(s)

{{AE - Data Pixel ID}} [+]

Enhanced Ecommerce dataLayer Integration ?

Event Name

- Standard
- Custom
- Variable

{{AE - Data Event Name Variable}} [i]

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# That's it!

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# Covered Today

## GTM Templates Use Cases

1

### Privacy

Clean and redact PII from URLs.

2

### Performance

Core Web Vitals tracking.

3

### Scalability

How to scale using HTML5 data attributes.

QUESTIONS?

## Google Tag Manager Templates Use Cases

# THANK YOU



Resources



<https://j.st/gtm4ward>

Feedback



<https://bit.ly/mayra-gtm4ward-v2>