

## **-:Note to Readers:-**

**This document is primarily screenshot-based, making it easy to follow and understand. Each step is visually demonstrated, allowing you to grasp the implementation process quickly without spending too much time on lengthy explanations.**

**I kindly encourage you to go through the screenshots and accompanying notes to see how I implemented and debugged the GA4 `add_payment_info` event.**

# Step-by-Step Documentation

Of My Learning Journey

## GA4 Recommended Event: add\_payment\_info

### ❖ Includes:

- HTML Page Setup
- GTM Configuration & Preview
- Event Debugging in GTM
- Data Verification in GA4

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This document showcases my expertise in **Tracking Setup** and **Conversion Tracking** by demonstrating the **GA4 add\_payment\_info event** implementation. The goal is to present my **learning journey and hands-on experience** to potential buyers on Fiverr who are looking for a skilled tracking specialist.

Through this step-by-step guide, I illustrate how to:

- Implement the `add_payment_info` event using an HTML page.
- Configure event tracking in Google Tag Manager (GTM).
- Use GTM preview mode for debugging and verification.
- Ensure the event is successfully received in GA4.

With detailed screenshots and a structured approach, this document serves as proof of my ability to set up accurate **eCommerce tracking and event-based conversion tracking**. If you're looking for a professional to configure **GA4, GTM, or other marketing pixels**, feel free to explore my Fiverr services.

## HTML page to implement the event : add\_payment\_info

**GA4 Add Payment Info Event Tracking**

**Payment Information**

Parameter	Value
event	add_payment_info
currency	USD
value	150.00
payment_type	Credit Card
coupon	SUMMER2024

**User Information**

Parameter	Value
user_id	12345
user_pseudo_id	67890
user_region	California
user_country	USA

**Items in Cart**

Item Name	Item ID	Price	Quantity	Category	Brand
Nike Running Shoes	SKU12345	\$99.99	1	Shoes	Nike
Adidas T-Shirt	SKU67890	\$50.00	2	Clothing	Adidas

Track Add Payment Info

## DataLayer in the html code

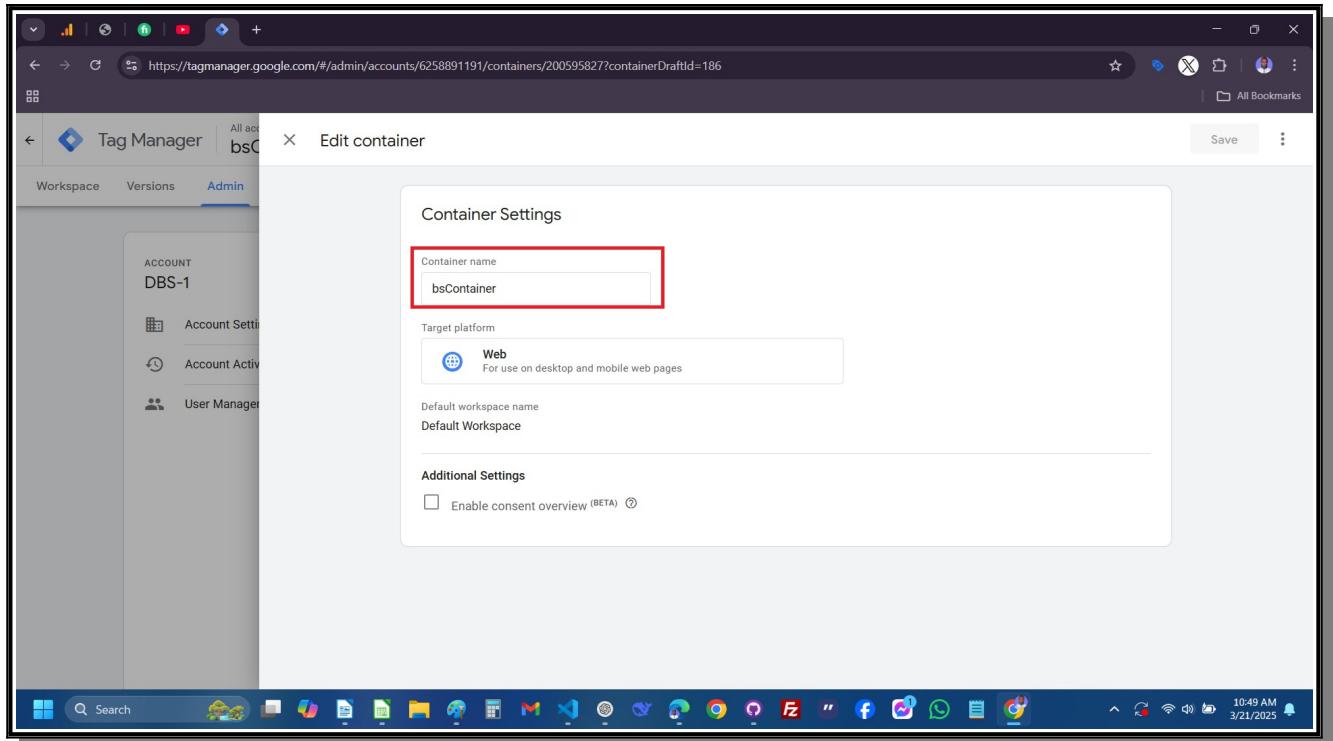
```
132
133     <button id="trackEvent">Track Add Payment Info</button>
134
135
136
137     <script>
138         document.getElementById('trackEvent').addEventListener('click', function() {
139             window.dataLayer = window.dataLayer || [];
140             window.dataLayer.push({
141                 'event': 'addPaymentInfo',
142                 'ecommerce': {
143                     'coupon': 'SUMMER2024',
144                     'currency': 'USD',
145                     'payment_type': 'Credit Card',
146                     'value': 150.00,
147                     'items': [
148                         {
149                             'item_name': 'Nike Running Shoes',
150                             'item_id': 'SKU12345',
151                             'price': 99.99,
152                             'quantity': 1,
153                             'item_category': 'Shoes',
154                             'item_brand': 'Nike'
155                         },
156                         {
157                             'item_name': 'Adidas T-Shirt',
158                             'item_id': 'SKU67890',
159                             'price': 50.00,
160                             'quantity': 2,
161                             'item_category': 'Clothing',
162                             'item_brand': 'Adidas'
163                         }
164                     ],
165                     'user_data': {
166                         'user_id': '12345',
167                         'user_pseudo_id': '67890',
168                         'user_region': 'California',
169                         'user_country': 'USA'
170                     }
171                 });
172             });
173             alert('GA4 Add Payment Info event fired!');
174         });
175     </script>
```

# GTM Container

The screenshot shows the Google Tag Manager workspace interface. At the top, there's a header with the URL <https://tagmanager.google.com/#/container/accounts/6258891191/containers/200595827/workspaces/186>. Below the header, the workspace name is "bsContainer". A red box highlights the workspace dropdown. The main area shows a "Container quality: Urgent" status with a red progress bar. To the right, there are buttons for "GTM-PPBVCLNF" and "Workspace Changes: 357". A red box highlights the workspace changes count. On the left, a sidebar menu includes "Overview" (which is selected), "Tags", "Triggers", "Variables", "Folders", and "Templates". In the center, there's a "New Tag" section and a "Now Editing" panel for "Default Workspace". To the right, there's a "Live Version" panel for "Version 181" (published 19 hours ago) and a "Latest Version" panel for "Version 181" (modified 19 hours ago). A red box highlights the "Live Version" panel. At the bottom, there's a "Workspace Changes" table with columns for Name, Type, Change, Last Edited, and User. A red box highlights the "Workspace Changes" section.

The screenshot shows the Google Tag Manager versions page. The URL is <https://tagmanager.google.com/#/versions/accounts/6258891191/containers/200595827/versions?containerDraftId=186>. The workspace dropdown "bsContainer" is highlighted with a red box. The main area features a green banner with the text "bsContainer GTM-PPBVCLNF Version 181 is Live" and "Published Mar 20, 2025 by". To the right, there are three boxes showing statistics: "164 Tags", "157 Triggers", and "126 Variables", all highlighted with red boxes. Below this, there's a "Versions" table with columns for Version ID, Status, Name, Created, Published, and Published By. The table lists versions 181, 180, 179, 178, and 177. A red box highlights the "Show deleted" checkbox at the top right of the table. At the bottom, there are links for "Terms of Service" and "Privacy Policy".

# Setting up GTM Container



The screenshot shows the 'Folders' page in Google Tag Manager. A folder named 'GA4 (21)' is highlighted with a red box. Inside this folder, several variables are listed: 'cGA4 Measurement ID', 'div\_coupon', 'div\_currency', 'div\_items', 'div\_payment\_type', 'div\_value', and 'GA4 | 01 | add\_payment\_info'. The 'GA4 | 01 | add\_payment\_info' item is also highlighted with a red box. The top navigation bar shows the account name 'All accounts > DBS-1' and the workspace name 'bsContainer'. The status bar indicates 'Workspace Changes: 357'. The browser's address bar shows the URL: <https://tagmanager.google.com/#/container/accounts/6258891191/containers/200595827/worksaces/186/folders>.

The screenshot shows the Google Tag Manager interface. The URL is https://tagmanager.google.com/#/container/accounts/6258891191/containers/200595827/workspaces/186/templates. The workspace is named 'bsContainerer'. The left sidebar shows 'Default Workspace' selected under 'CURRENT WORKSPACE' and includes links for Overview, Tags, Triggers, Variables, Folders, and Templates. The 'Templates' link is highlighted with a blue box. The main area displays a table titled 'Tag Templates' with columns for Name, Last Edited, and Type (with a 'GALLERY' button). The table lists various tag templates, including Adsmurai Facebook, Argoid Data Collector - Shopify, Facebook Pixel, LinkedIn InsightTag 2.0, Snap Pixel, Snap Pixel - GTM entries, TikTok Pixel, and Twitter Base Pixel. The last entry, 'Twitter Base Pixel', has a 'GALLERY' button.

GA4 (21)		
<input type="checkbox"/>	Name ↑	Type
<input type="checkbox"/>	cGA4 Measurement ID	Variable
<input type="checkbox"/>	div_coupon	Variable
<input type="checkbox"/>	div_currency	Variable
<input type="checkbox"/>	div_items	Variable
<input type="checkbox"/>	div_payment_type	Variable
<input type="checkbox"/>	div_value	Variable
<input type="checkbox"/>	GA4   01   add_payment_info	Tag
<input type="checkbox"/>	GA4   02   add_shipping_info	Tag
<input type="checkbox"/>	GA4   03   add_to_cart	Tag
<input type="checkbox"/>	GA4   05   begin_checkout	Tag
<input type="checkbox"/>	GA4   10   generate_lead	Tag
<input type="checkbox"/>	GA4   17   purchase	Tag
<input type="checkbox"/>	GA4   19   refund	Tag
<input type="checkbox"/>	GA4   20   remove_from_cart	Tag
<input type="checkbox"/>	GA4   23   select_item	Tag
<input type="checkbox"/>	GA4   32   view_item	Tag
<input type="checkbox"/>	GA4   33   view_item_list	Tag
<input type="checkbox"/>	GA4   99   All Event	Tag
<input type="checkbox"/>	GA4   99   Base Tag	Tag
<input type="checkbox"/>	GA4   99   DBS   Any Event Tag	Tag
<input type="checkbox"/>	GA4   99   SS   Base Tag	Tag

cGA4 Measurement ID

Modified in this workspace

View changes Abandon changes

Variable Configuration

Variable Type

Constant

Value  
G-3E79KTQ5B3

## Configuring : Data Layer Variable

dlv\_coupon

Added in this workspace

Abandon changes

Variable Configuration

Variable Type

Data Layer Variable

Data Layer Variable Name  
ecommerce.coupon

Data Layer Version  
Version 2

dlv\_currency

Added in this workspace

Abandon changes

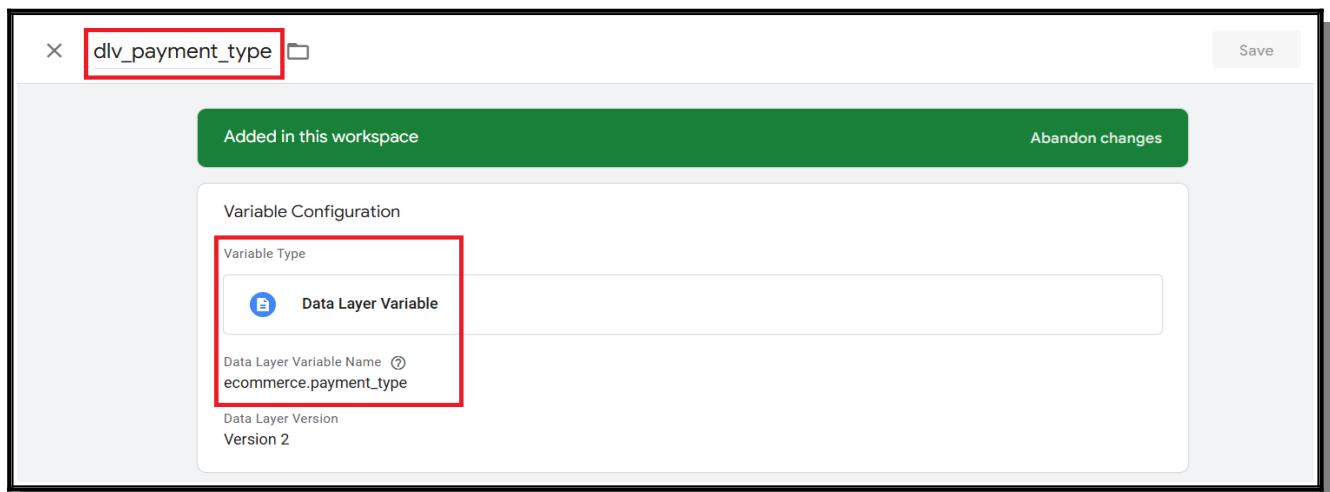
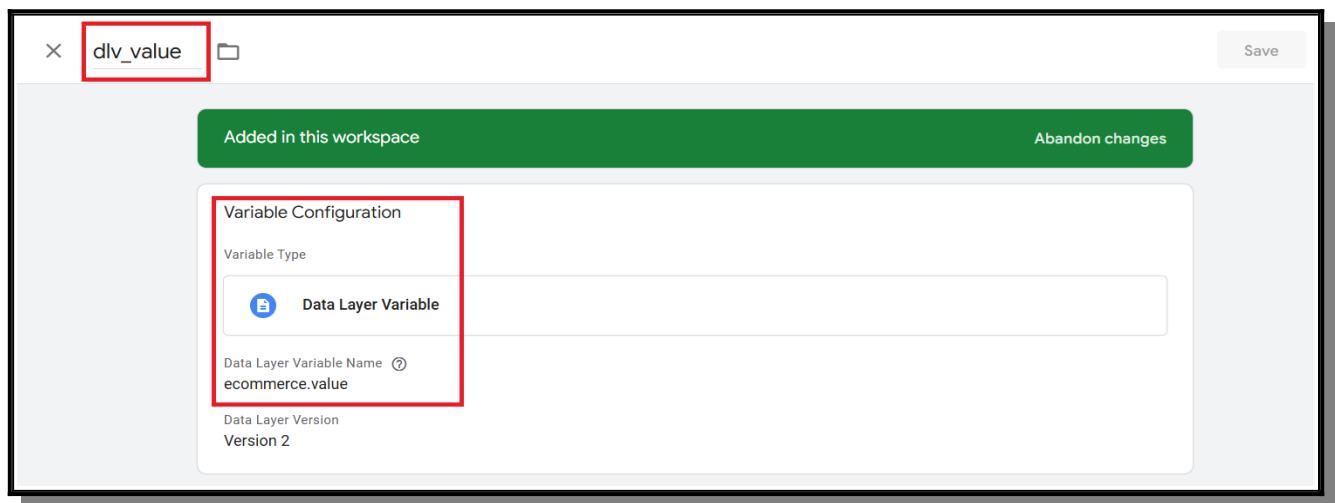
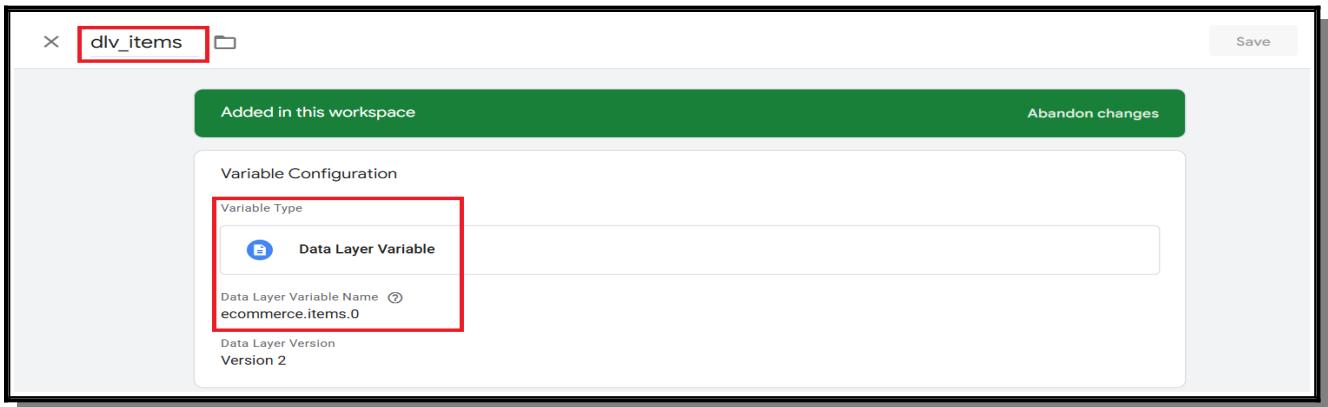
Variable Configuration

Variable Type

Data Layer Variable

Data Layer Variable Name  
ecommerce.currency

Data Layer Version  
Version 2



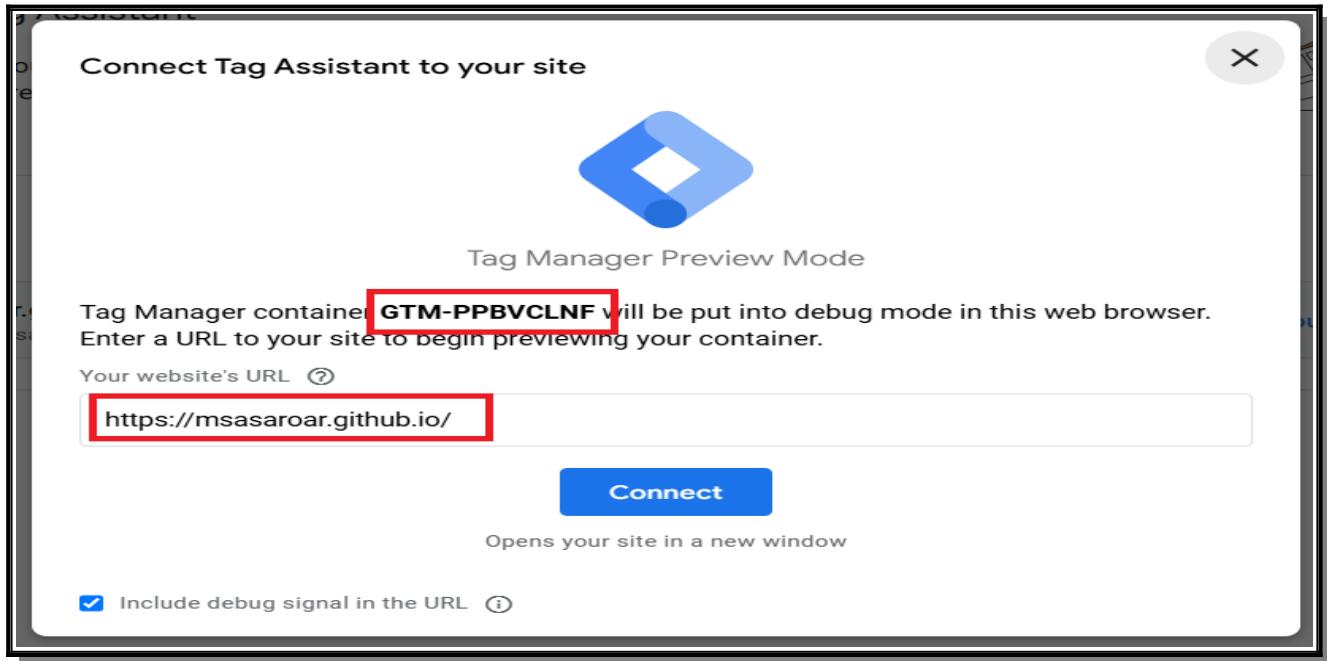
## Configuring : Tag for the event add\_payment\_info

The screenshot shows the 'Tag Configuration' page for a tag named 'GA4 | 01 | add\_payment\_info'. The 'Tag Type' is set to 'Google Analytics: GA4 Event'. The 'Measurement ID' is '{cGA4 Measurement ID}'. The 'Event Name' is 'add\_payment\_info'. Under 'Ecommerce', 'Send Ecommerce data' is checked, and the 'Data source' is 'Data Layer'. In the 'Triggering' section, the 'Firing Triggers' list contains 'GA4 | 01 | add\_payment\_info' (Custom Event). The 'Save' button is visible in the top right corner.

## Configuring : Trigger for firing the event add\_payment\_info

The screenshot shows the 'Trigger Configuration' page for the same tag. The 'Trigger Type' is 'Custom Event'. The 'Event name' is 'addPaymentInfo'. The 'This trigger fires on' section lists 'Page URL contains /GA4-01-add\_payment\_info' and 'Click Text equals Track Add Payment Info'. The 'Save' button is visible in the top right corner.

## Previewing : Tag Manager container GTM-PPBVCLNF



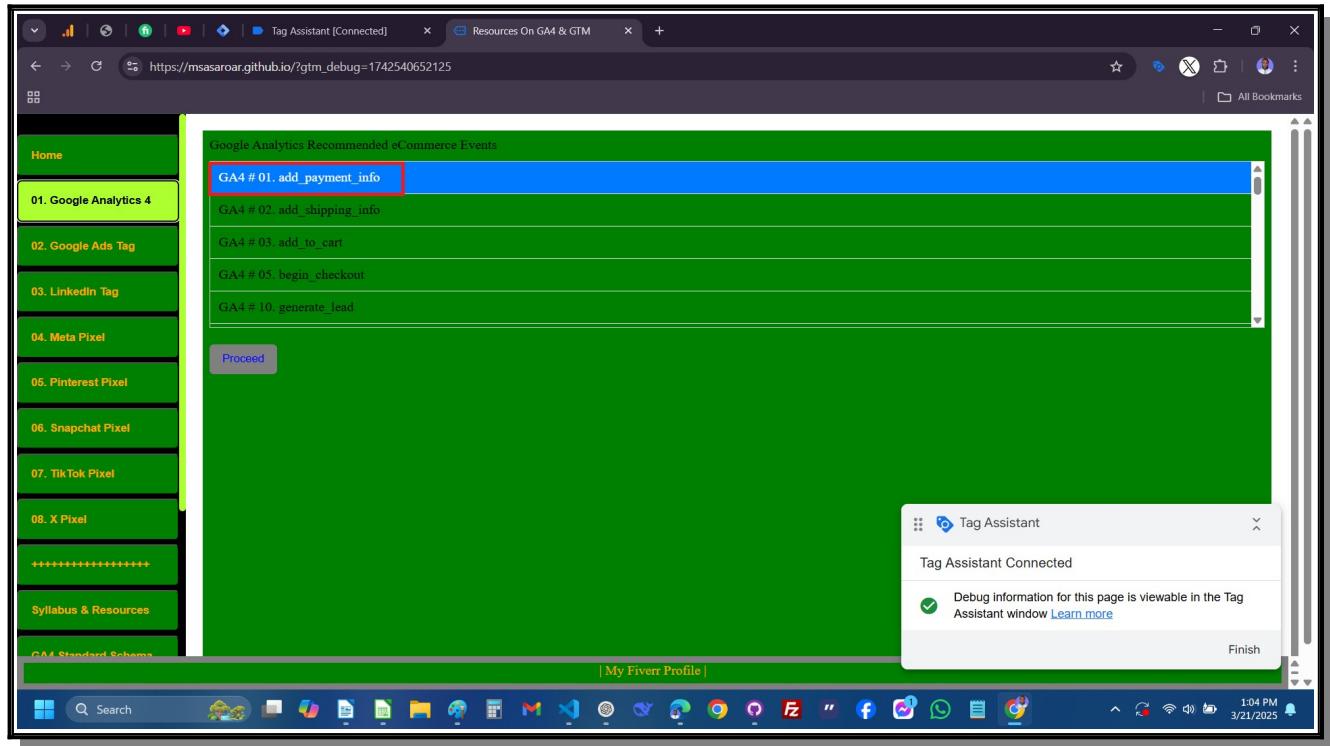
## Landing page of my demo site for learning

The screenshot shows a landing page titled 'My Journey For Learning'. On the left, there is a sidebar with a navigation menu:

- Home
- 01. Google Analytics 4 (highlighted with a red box)
- 02. Google Ads Tag
- 03. LinkedIn Tag
- 04. Meta Pixel
- 05. Pinterest Pixel
- 06. Snapchat Pixel
- 07. TikTok Pixel
- 08. X Pixel
- +++++  
Syllabus & Resources
- GA4 Standard Schema

The main content area features a colorful gradient background with the title 'My Journey For Learning'. It highlights 'Google Analytics 4(GA4) & Google Tag Manager(GTM)' and lists various marketing pixels: Google Ads, LinkedIn Insight Tag, Meta/Facebook Pixel, Pinterest Tag, Snapchat Pixel, and TikTok Pixel. It also encourages exploring tags, triggers, variables, events, and data layers, and provides activities for setting up conversion tracking with GTM, specifically '01. Browser Side Tracking' and '02. Server Side Tracking'. At the bottom, a footer notes: '© Md. Saiful Alam Saroor. All rights reserved. This demo website is provided solely for educational and demonstration purposes related to setting up conversion tracking.' and 'My Fiverr Profile'.

## Selecting the event to demonstrate



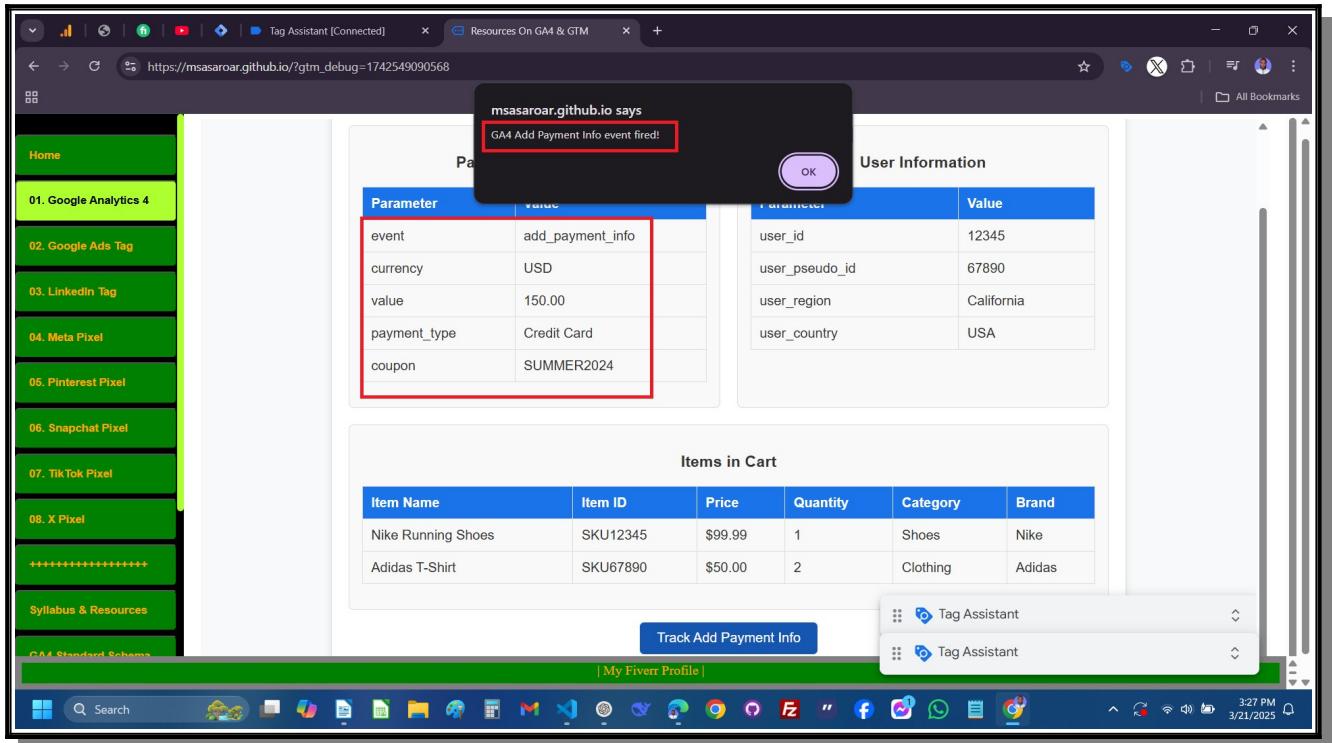
## UI to fire the add\_payment\_info

The screenshot shows a browser window with a sidebar on the left containing links for various tracking tags. The '01. Google Analytics 4' link is highlighted with a yellow box. The main content area displays the 'GA4 Add Payment Info Event Tracking' interface. It includes two tables: 'Payment Information' and 'User Information', and a table for 'Items in Cart'. At the bottom is a large red button labeled 'Track Add Payment Info'.

Payment Information	
Parameter	Value
event	add_payment_info
currency	USD
value	150.00
payment_type	Credit Card
coupon	SUMMER2024

User Information	
Parameter	Value
user_id	12345
user_pseudo_id	67890
user_region	California
user_country	USA

Items in Cart					
Item Name	Item ID	Price	Quantity	Category	Brand
Nike Running Shoes	SKU12345	\$99.99	1	Shoes	Nike
Adidas T-Shirt	SKU67890	\$50.00	2	Clothing	Adidas



## Screenshot : GTM container after firing the event.

This screenshot shows the Tag Assistant interface connected to 'msasaroar.github.io'. It displays a summary of Google tags found, with 'GTM-PPBVCLNF' highlighted. The main area shows 'Container Details' with the Container ID 'GTM-PPBVCLNF' and 'Container Version' set to 'Preview'. The 'Output of GTM-PPBVCLNF' section shows the 'Tags Fired' tab, which lists several tags, including 'GA4 | 01 | add\_payment\_info' and 'Google Analytics: GA4 Event - Fired 1 time', both highlighted with red boxes. The bottom of the screen shows a taskbar with various application icons.

## Screenshot : GTM container after firing the event.

The screenshot shows the Tag Assistant interface for the URL [https://tagassistant.google.com/?hl=en&utm\\_source=gtm#/?source=TAG\\_MANAGER&id=GTM-PPBVCLNF&gtm\\_auth=Y2qrGoholCcya0My6-Zag&gtm\\_preview=env-6&cb=...](https://tagassistant.google.com/?hl=en&utm_source=gtm#/?source=TAG_MANAGER&id=GTM-PPBVCLNF&gtm_auth=Y2qrGoholCcya0My6-Zag&gtm_preview=env-6&cb=...). The GTM container is selected in the tabs bar. The main panel displays the "Output of GTM-PPBVCLNF" section, specifically the "Tags Fired" tab. A red box highlights the "GA4 | 01 | add\_payment\_info" tag under the "Tags Fired" section, which is described as "Google Analytics: GA4 Event - Fired 1 time".

## Screenshot : Data Layer pushed to GTM container.

The screenshot shows the Tag Assistant interface for the same URL as the previous screenshot. The "Event: add\_payment\_info" section is displayed. Under the "API Call" heading, a red box highlights the code block for the dataLayer.push API call. The code is as follows:

```
dataLayer.push({
  event: "add_payment_info",
  ecommerce: {
    currency: "USD",
    value: 150,
    coupon: "SUMMER2024@add_payment_info",
    payment_type: "Credit Card",
    items: [
      {
        item_name: "Nike Running Shoes",
        item_id: "SKU12345",
        price: 99.99,
        quantity: 1,
        item_category: "Shoes",
        item_brand: "Nike"
      },
      {
        item_name: "Adidas T-Shirt",
        item_id: "SKU67890",
        price: 50,
        quantity: 2,
        item_category: "Clothing",
        item_brand: "Adidas"
      }
    ]
});
```

## Screenshot : Marking add\_payment\_info as a key event.

The screenshot shows the 'Key events' section in Google Analytics. A table lists various events with their counts and values. The row for 'add\_payment\_info' is highlighted with a red border, indicating it has been marked as a key event. The 'Mark as key event' toggle switch next to the row is checked.

Key event name	Count (% change)	Value (% change)	Mark as key event
add_payment_info	22	-	<input checked="" type="checkbox"/>
add_payment_info_1	0	0%	<input checked="" type="checkbox"/>
add_shipping_info	12	-	<input checked="" type="checkbox"/>
add_to_cart	23	-	<input checked="" type="checkbox"/>
add_to_wishlist	0	0%	<input checked="" type="checkbox"/>
AddPaymentInfo	0	0%	<input checked="" type="checkbox"/>
addToCart	0	0%	<input checked="" type="checkbox"/>
AddToCart	0	0%	<input checked="" type="checkbox"/>
AddToWishlist	0	0%	<input checked="" type="checkbox"/>

## Screenshot : Debug View on Google Analytics

The screenshot shows the 'Debug View' interface in Google Analytics. On the left, a timeline displays event occurrences with timestamps and sequence numbers. In the center, a detailed event timeline for a specific session is shown, with several 'add\_payment\_info' events highlighted with red boxes. On the right, a summary panel shows 'TOP EVENTS' for the last 30 minutes, with 'add\_payment\_info' listed twice.

**TOP EVENTS LAST 30 MINS**

Event	Count
page_view	5
scroll	5
<b>add_payment_info</b>	<b>2</b>
CustomEventFromAddPaymentInfo	2
session_start	1

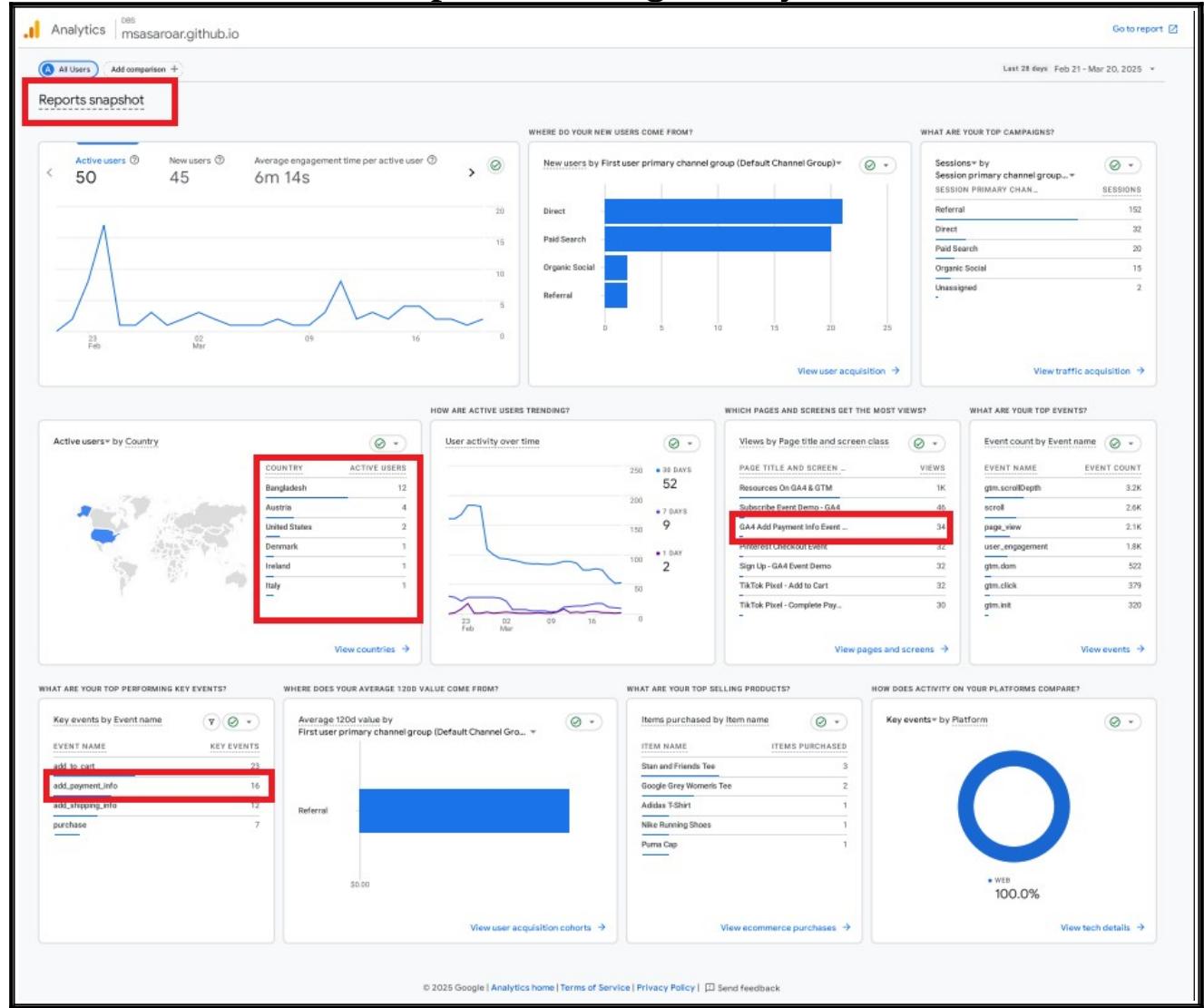
# Screenshot : Event Parameter received in Google Analytics

The screenshot shows the Google Analytics Debug View interface. On the left, the navigation menu is expanded under 'Data display', specifically 'Events'. A timeline on the right shows several events occurring between 3:57 AM and 4:03 AM. One event, 'add\_payment\_info', is highlighted with a red box. This event has the following parameters:

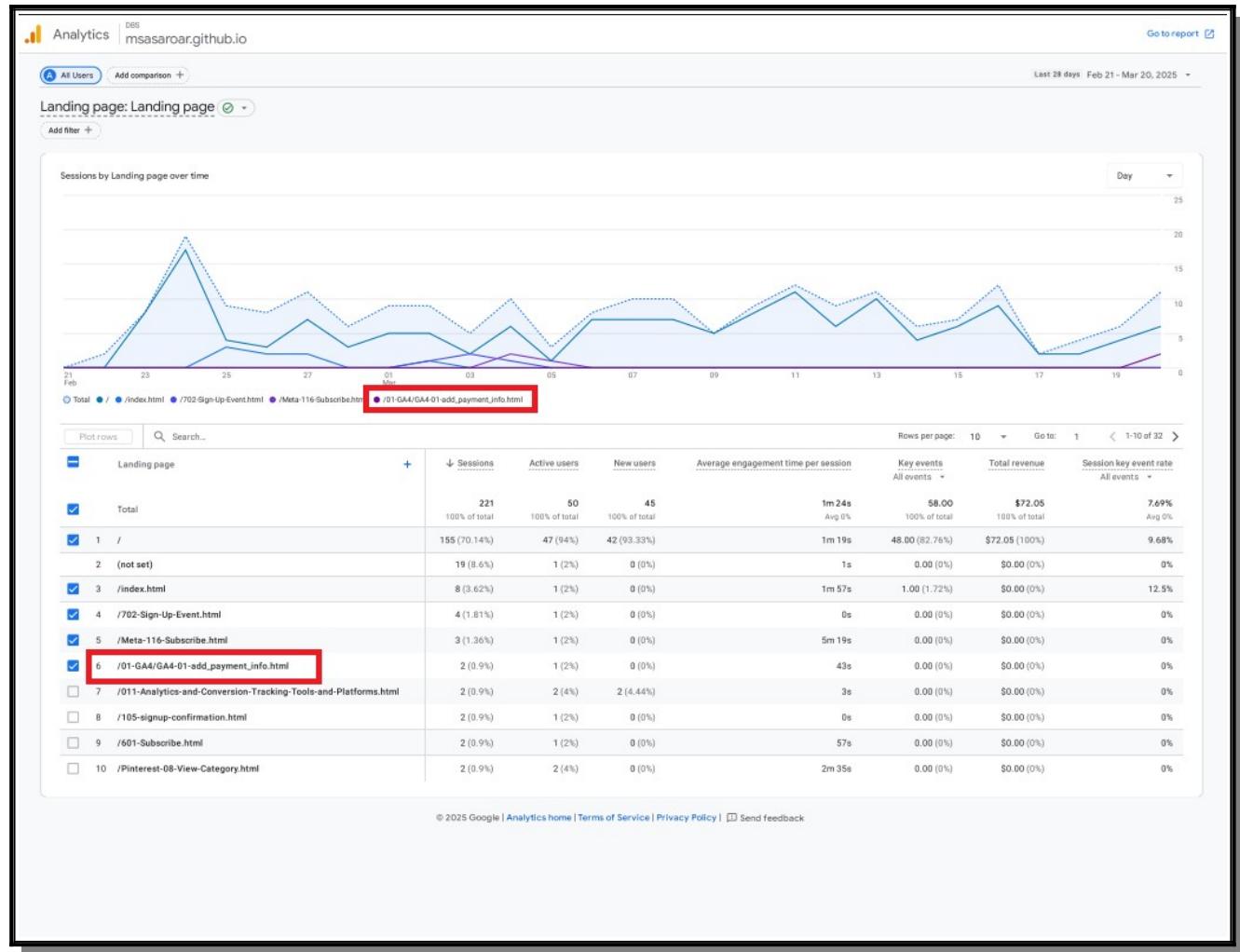
Parameter	User Properties
batch_ordering_id	1
batch_page_id	1
coupon	1
currency	1
debug_mode	1
engagement_time_msec	1

Below the timeline, a sidebar displays 'TOP EVENTS LAST 30 MINS' with 16 total events, including 'page\_view' (14), 'scroll' (2), and 'add\_payment\_info' (2). It also shows 'USER PROPERTIES ACTIVE NOW' with 'non\_personalized\_ads' (0).

# Screenshot : Affected reports on Google Analytics



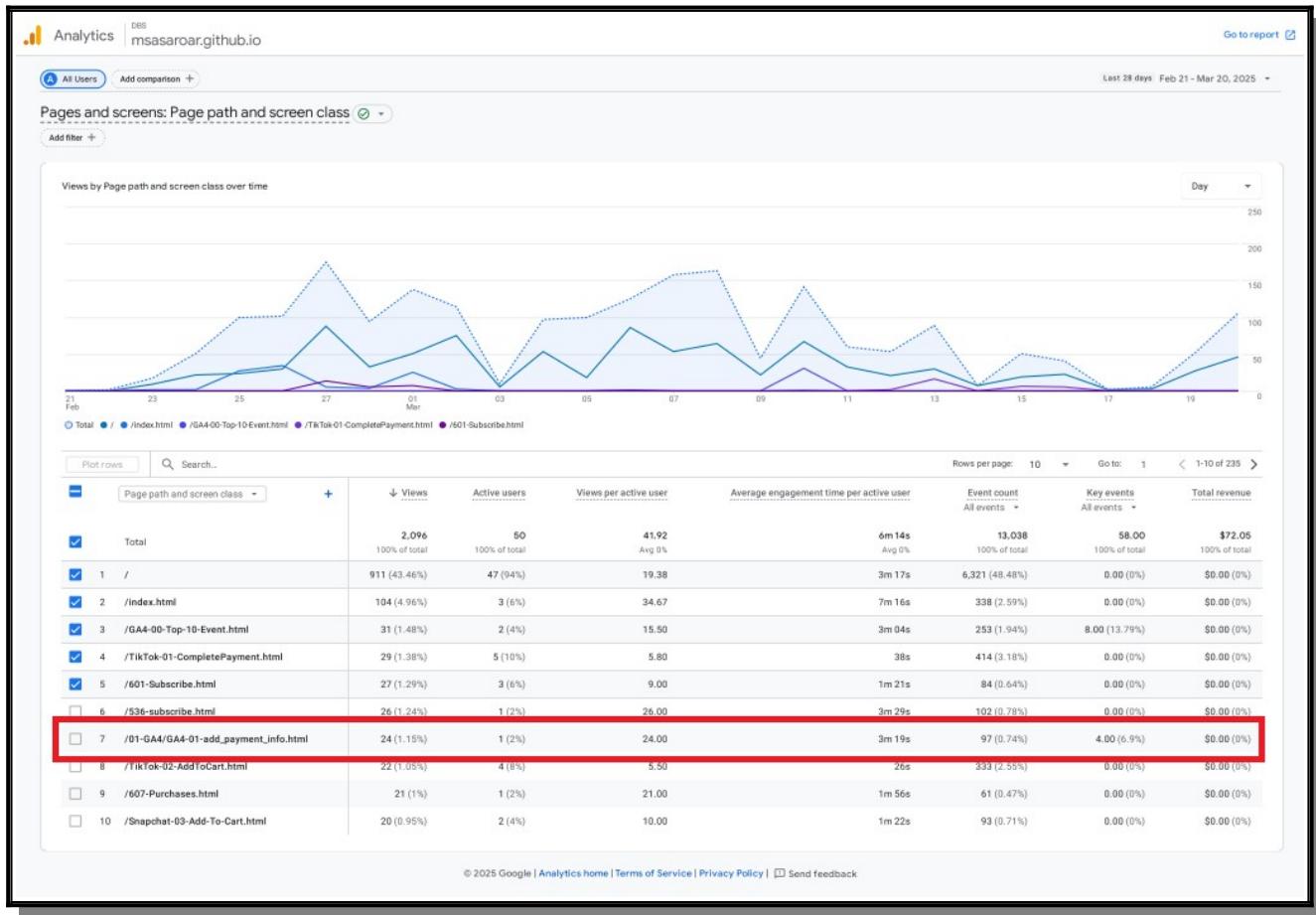
# Screenshot : Affected reports on Google Analytics



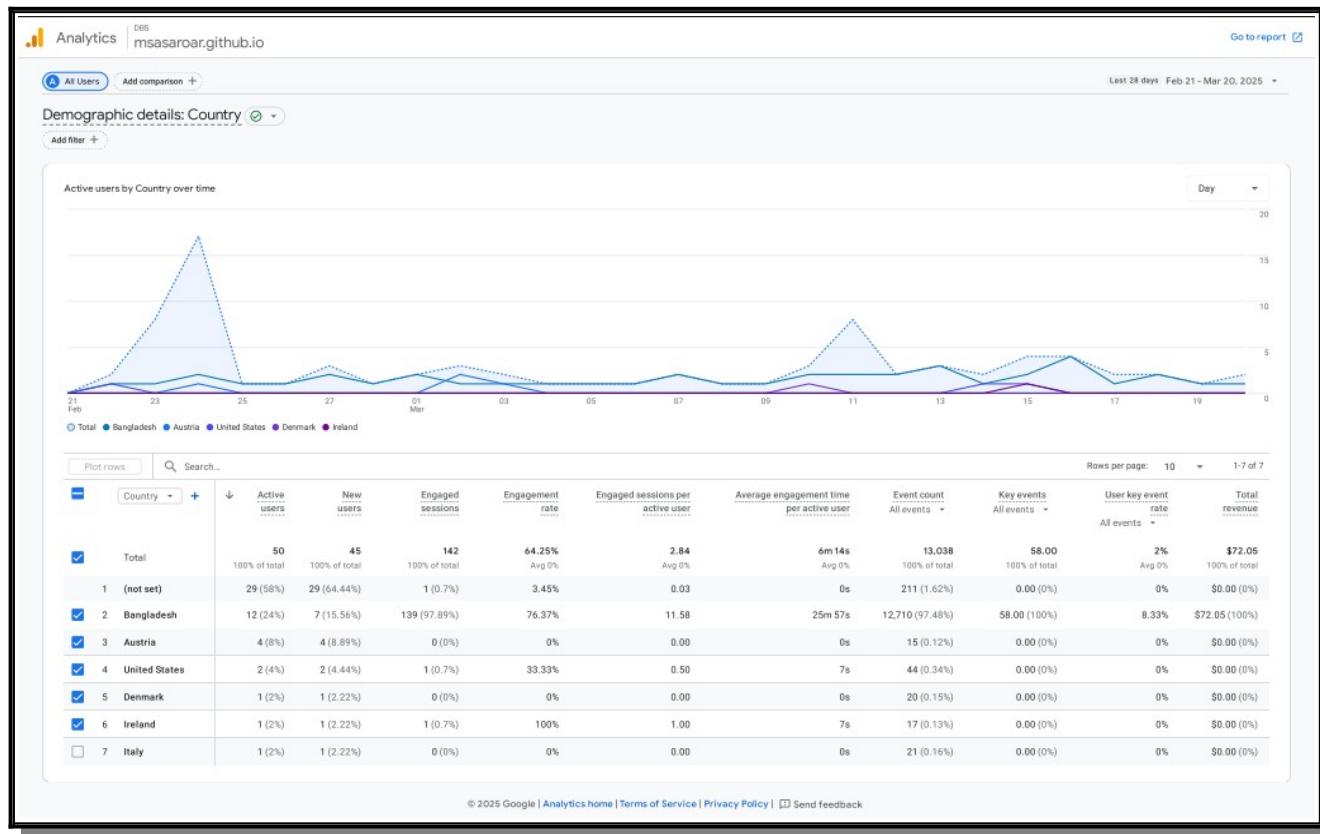
# Screenshot : Affected reports on Google Analytics



# Screenshot : Affected reports on Google Analytics



# Screenshot : Affected reports on Google Analytics



## Screenshot : Affected reports on Google Analytics

The screenshot shows the Google Analytics interface for the website [msasaroar.github.io](https://msasaroar.github.io). The left sidebar contains filters for exploration name ('Pages and screens: Page p...'), date ('Feb 22 - Mar 21, 2025'), segments, dimensions (selected as 'Page path and screen class'), and metrics (Views, Active users, Views per active user, Event count, Key events). The main area displays a table titled 'Page path and screen class' with the following data:

	Views	Active users	Views per active user	Event count	Key
Totals	2,166	50	43.32	13,250	
1 /	951	47	20.23	6,442	
2 /index.html	104	3	34.67	338	
3 /01-GA4/GA4-01-add_payment_info.html	54	1	54	188	
4 /GA4-00-Top-10-Event.html	31	2	15.5	253	
5 /TikTok-01-CompletePayment.html	29	5	5.8	414	
6 /601-Subscribe.html	27	3	9	84	
7 /536-subscribe.html	26	1	26	102	
8 /TikTok-02-AddToCart.html	22	4	5.5	333	
9 /607-Purchases.html	21	1	21	61	
10 /Snapchat-03-Add-To-Cart.html	20	2	10	93	

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