

### **-: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.

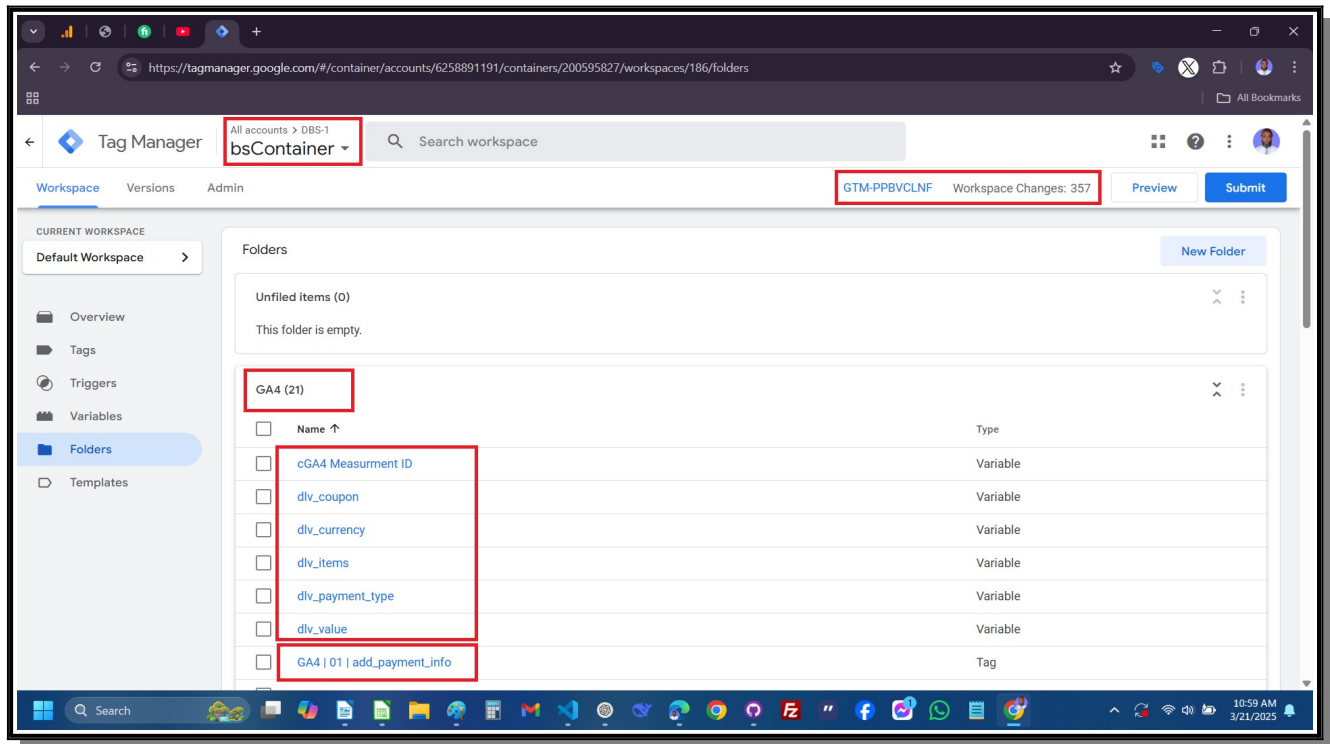
With detailed screenshots and a structured approach, this document serves as proof of my ability to set up accurate **eCommerce tracking and event-based conversion tracking**. If you're looking for a professional to configure **GA4, GTM, or other marketing pixels**, feel free to explore my Fiverr services.

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

### DataLayer in the html code

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

## GTM Container




## Configuring : Data Layer Variable

× dlv\_coupon  Save

Added in this workspace Abandon changes

Variable Configuration

Variable Type

 Data Layer Variable

Data Layer Variable Name ?

ecommerce.coupon

Data Layer Version

Version 2


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

× GA4 | 01 | add\_payment\_info  Save

Modified in this workspace View changes Abandon changes

Tag Configuration

Tag Type

 **Google Analytics: GA4 Event**  
Google Analytics

Measurement ID

{{cGA4 Measurment ID}}

Event Name ?

add\_payment\_info


Ecommerce

☒ Send Ecommerce data

Data source  
Data Layer

Triggering

Firing Triggers

 **GA4 | 01 | add\_payment\_info**  
Custom Event

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

GA4 | 01 | add\_payment\_info Save

Modified in this workspace View changes Abandon changes

### Trigger Configuration

Trigger Type

<> Custom Event

Event name

addPaymentInfo

This trigger fires on

Page URL contains /GA4-01-add\_payment\_info

Click Text equals Track Add Payment Info

## UI to fire the add\_payment\_info

Home

01. Google Analytics 4

02. Google Ads Tag

03. LinkedIn Tag

04. Meta Pixel

05. Pinterest Pixel

06. Snapchat Pixel

07. TikTok Pixel

08. X Pixel

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Syllabus & Resources

GA4 Standard Schema

### 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

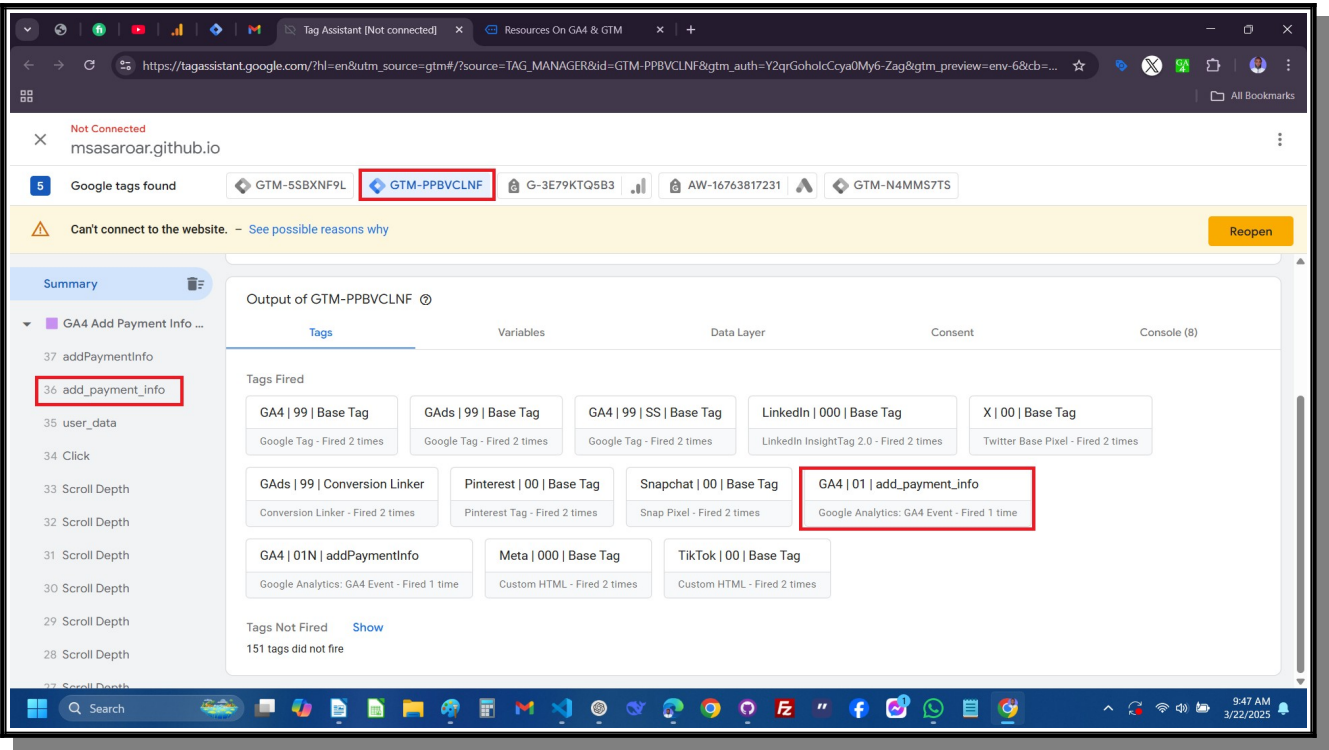
Items in Cart					
Item Name	Item ID	Price	Quantity	Category	Brand
Nike Running Shoes	SKU12345	\$99.99	1	Shoes	Nike
Adidas T-Shirt	SKU67890	\$50.00	2	Clothing	Adidas

Track Add Payment Info

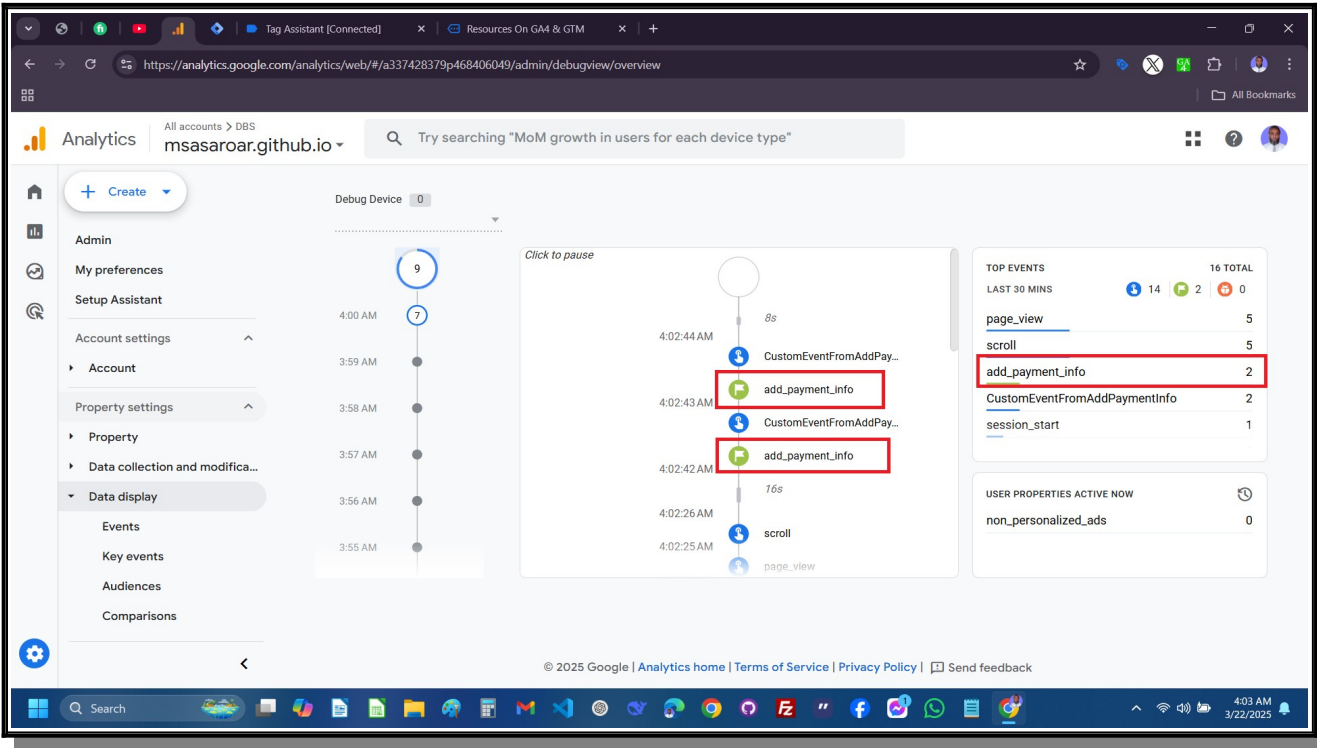
Search

9:39 AM 3/22/2025

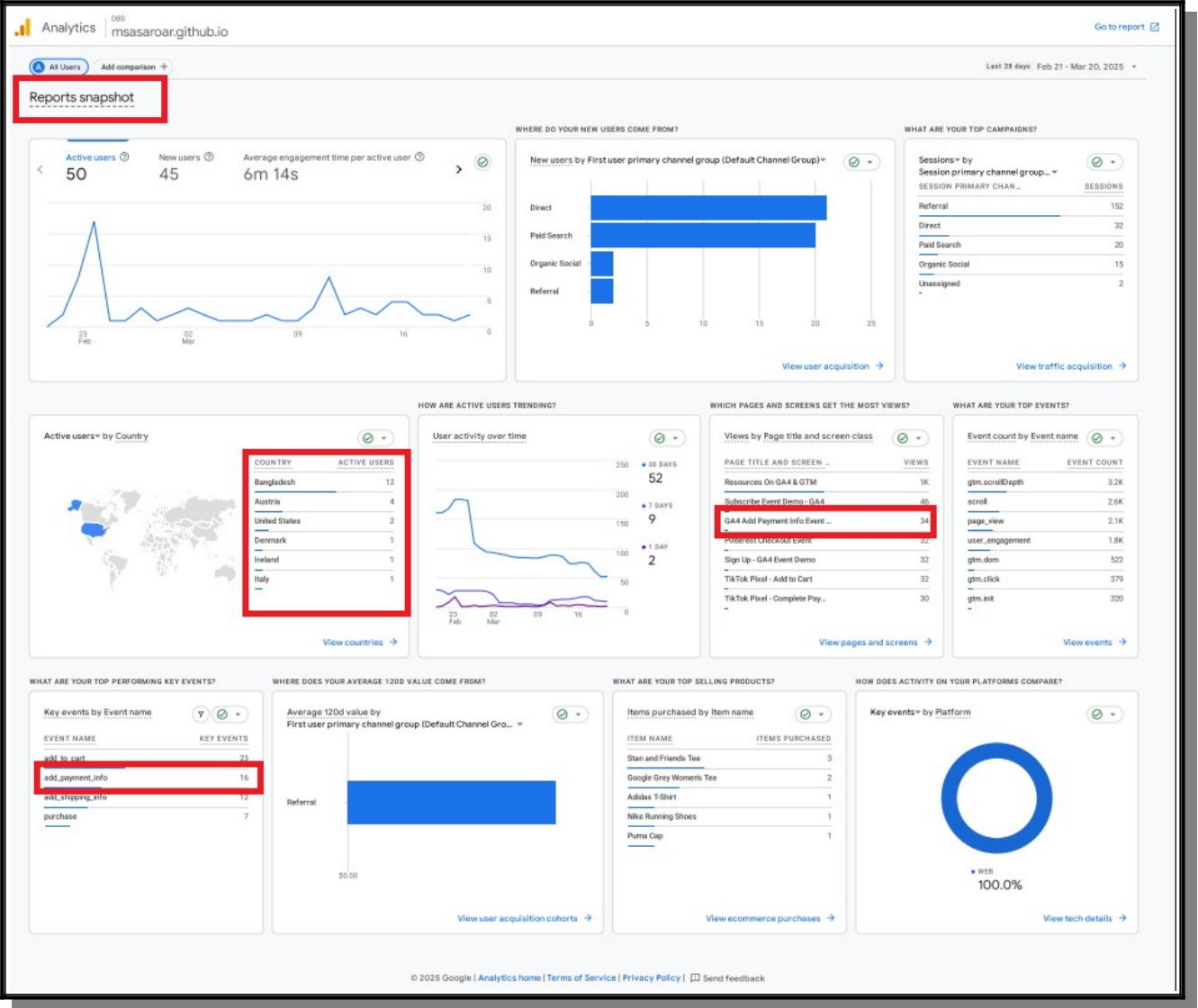
# Screenshoot : GTM container after firing the event.



# Screenshoot : Debug View on Google Analytics



# Screenshoot : Affected reports on Google Analytics



-:END OF THE DOCUMENT:-