

PRECIS - GTM test instructions

1. Create new GTM container
2. Implement GTM container in test page
3. Create GA account & Property (or use existing)
4. Implement the tags in GTM below without modifying the source code of the HTML file.
5. Publish the GTM container.

Requirement: Write triggers as general as possible. **Seven** tags in total. Do not modify the HTML file (other than installing the GTM snippet).

1. Pageview

Standard page view on all pages

2. Outbound links

Description: Track links that lead to other domains, by checking that the link doesn't lead internally.

Hit type: Event

Category: "Outbound links"

Action: [Outbound link hostname without www] (example: "youtube.com")

Label: [Link URL] (example: "<https://www.youtube.com/watch?v=vPsCLHyRO-Y>")

3. File downloads

Description: Track links that lead to files, such as a PDF. Use regex to identify file types.

Note: Since the browser leaves the page on click, the tracking might not always be sent ("race condition"). Make sure to set in GTM that all tags should fire.

Hit type: Event

Category: "File downloads"

Action: [Link URL]

4. Email links

Description: Track links that lead to email addresses

Hit type: Event

Category: "Email links"

Action: [Link URL] (example: "mailto:test@test.com")

Advanced: Remove "mailto:" from adress and keep only email adress

5. Contact form submit

Description: Track when the form is submitted

Hit type: Event

Category: "Contact form"

Action: "Submitted"

Label: [customer type from data layer]

6. CSS selector link

Description: Track only the "Track me" link, use only CSS selector and no other filter.

Hit type: Event

Category: "CSS selector"

Advanced: get the value of attribute "data-value" and put in Event Action

7. Data layer push

Description: The site pushes an event to data layer after 8 seconds, trigger a tag based on that event. A timestamp variable is set in the pushed object. Hint: data layer custom events.

Hit type: Event

Category: "Data layer push"

Action: [timestamp variable in data layer push]