**Step - 04 - PageView**

**GA4 Configuration Tag:**

|  |  |
| --- | --- |
| server\_container\_url | URL Link |
| send\_page\_view | true |

**FB Event Name: PageView**

|  |  |
| --- | --- |
| x-fb-ck-fbp | \_fbp |
| x-fb-ck-fbc | \_fbc |

**GA4 Event Name: page\_view**

|  |  |
| --- | --- |
| event\_name | page\_view |
| event\_id | event\_id |
| x-fb-ck-fbp | \_fbp |
| x-fb-ck-fbc | \_fbc |
| event\_time | function() {  return Math.round(new Date().getTime() / 1000);  } |
| first\_party\_collection | true |

**Step - 05 - view\_content**

**FB Event Name: ViewContent**

|  |  |
| --- | --- |
| event\_name | ViewContent |
| content\_type | product |
| content\_name | ecommerce.items.0.item\_name |
| content\_ids | ecommerce.items.0.item\_id |
| x-fb-cd-content\_category | ecommerce.items.0.category |
| value | ecommerce.value |
| currency | ecommerce.currency |
| x-fb-ck-fbp | \_fbp |
| x-fb-ck-fbc | \_fbc |

**GA4 Event Name: view\_item**

|  |  |
| --- | --- |
| event\_name | view\_item |
| content\_type | product\_group/ product |
| content\_name | ecommerce.detail.products.0.name |
| content\_ids | ecommerce.detail.products.0.id |
| x-fb-cd-content\_category | ecommerce.detail.products.0.category |
| value | ecommerce.value |
| currency | ecommerce.currency |
| x-fb-ck-fbp | \_fbp |
| x-fb-ck-fbc | \_fbc |

**Step - 06 - Add To Cart**

**FB Event Name: AddToCart**

|  |  |
| --- | --- |
| event\_name | AddToCart |
| content\_type | product |
| content\_name | ecommerce.detail.products.0.name |
| content\_ids | ecommerce.detail.products.0.id |
| x-fb-cd-content\_category | ecommerce.detail.products.0.category |
| value | ecommerce.value |
| currency | ecommerce.currency |
|  |  |
|  |  |

**GA4 Event Name: add\_to\_cart**

|  |  |
| --- | --- |
| event\_name | add\_to\_cart |
| content\_type | product\_group/ product |
| content\_name | ecommerce.detail.products.0.name |
| content\_ids | ecommerce.detail.products.0.id |
| x-fb-cd-content\_category | ecommerce.detail.products.0.category |
| value | ecommerce.value |
| currency | ecommerce.currency |
|  |  |
|  |  |

**Step - 07 - InitiateCheckout**

**FB Event Name: InitiateCheckout**

|  |  |
| --- | --- |
| event\_name | InitiateCheckout |
| content\_type | product |
| content\_name | ecommerce.detail.products.0.name |
| content\_ids | ecommerce.detail.products.0.id |
| x-fb-cd-content\_category | ecommerce.detail.products.0.category |
| value | ecommerce.value |
| currency | ecommerce.currencyCode |
| quantity | function() {  var getDataFromArray = {{dlv-ecommerce items}};  return getDataFromArray.map(function(items) { return items.quantity;  }).join();  } |
|  |  |

**GA4 Event Name: begin\_checkout**

|  |  |
| --- | --- |
| event\_name | InitiateCheckout |
| content\_type | product |
| content\_name | ecommerce.items.0.item\_name |
| content\_ids | ecommerce.detail.products.0.id |
| x-fb-cd-content\_category | ecommerce.detail.products.0.category |
| value | ecommerce.value |
| currency | ecommerce.currency |
|  |  |

**Step - 08 - Purchase**

**FB Event Name: Purchase**

|  |  |
| --- | --- |
| event\_name | Purchase |
| content\_type | product |
| content\_name | ecommerce.items.0.item\_name |
| content\_ids | ecommerce.items.0.product\_id |
| x-fb-cd-content\_category | ecommerce.items.0.category |
| value | ecommerce.items..0.price |
| currency | ecommerce.currency |
| quantity | function() {  var getDataFromArray = {{dlv-ecommerce items}};  return getDataFromArray.map(function(item) {  return {  id: item.item\_id,  quantity: item.quantity,  item\_price: item.price  };  });  } |
| order\_id | ecommerce.transaction\_id |

**GA4 Event Name: purchase**

|  |  |
| --- | --- |
| event\_name | purchase |
| content\_type | product |
| content\_name | ecommerce.items.0.item\_name |
| content\_ids | ecommerce.items.0.product\_id |
| x-fb-cd-content\_category | ecommerce.items.0.category |
| value | ecommerce.items..0.price |
| currency | ecommerce.currency |
|  |  |
| order\_id | ecommerce.transaction\_id |
| user\_data.email\_address | orderData.customer.billing.email |
| user\_data.phone\_number | orderData.customer.billing.phone |
| user\_data.first\_name | orderData.customer.billing.first\_name |
| user\_data.last\_name | orderData.customer.billing.last\_name |
| user\_data.country | orderData.customer.billing.country |
| user\_data.city | orderData.customer.billing.city |
| user\_data.postal\_code | orderData.customer.billing.postal\_code |
| user\_data.coupon | orderData.customer.billing.coupon |
|  |  |