

Events	Tag Type	Trigger (Custom Event)	Variables(name should match with Variable name used in datalayer with struture)	DataLayer Examples
PageView	Tag type : Universal Analytics Track type : Pageview Enable Overriding settings in this tag: true Fields to set page - {{div-pagePath}} title-{{div-pageTitle}} Custom Dimensions 1 - {{div-pageCategory}} 2 - {{div-pageSubCategory}} 3 - {{div-loginstatus}} 4 - {{div-userID}} Trigger: event equals custom pageLoad	PageLoad	Variable Type - Data Layer Variable 1.Name - PagePath 2.Name - pageTitle 3.Name - pageCategory 4.Name - pageSubCategory 5.Name- login 6.Name - userID	pageLoad: <pre>{ event: 'pageLoad', login: 'logged Out', userID: 0, pageTitle: 'Emerald', pagePath: '/', pageCategory: 'Home', pageSubCategory: 'Home', onsiteSearch: '', searchTerm: '', productResults: '', listerResults: '', gtm.uniqueEventId: 21 }</pre>
PageView-Lister	Tag type : Universal Analytics Track type : Pageview Enable Overriding settings in this tag: true Custom Dimensions 8 - {{div-listerResults}} Trigger: event equals custom pageLoad	PageLoad	Variable Type - Data Layer Variable Name - listerResults	<pre>{ event: 'pageLoad', login: 'logged Out', userID: 0, pageTitle: 'Furniture Emerald', pagePath: '/Furniture', pageCategory: 'Lister', pageSubCategory: 'Living Room', onsiteSearch: '', searchTerm: '', productResults: '', listerResults: 28, gtm.uniqueEventId: 26 }</pre>
PageView-Search	Tag type : Universal Analytics Track type : Pageview Enable Overriding settings in this tag: true Custom Dimensions 5 - {{div-searchTerm}} 6 - {{div-productResults}} 7 - {{div-onsiteSearch}} Trigger: event equals custom pageLoad		Variable Type - Data Layer Variable Name - searchTerm Name - ProductResults Name - onsiteSearch	<pre>{ event: 'pageLoad', login: 'logged Out', userID: 0, pageTitle: 'Emerald', pagePath: '/search?searchTerm=sofa ', pageCategory: 'Onsite Search', pageSubCategory: '', onsiteSearch: 'Successful Search', searchTerm: 'sofa ', productResults: 17, listerResults: '', gtm.uniqueEventId: 100 }</pre>
FormCompletion	Tag type : Universal Analytics Track type : Event Category : Form Submission Action: {{div-formName}} Label: {{div-pagePath}} Google Analytics Settings: GA Tracking Code Trigger: event equals custom event "formCompletion"	formCompletion	Variable Type - Data Layer Variable Name - eventAction Name - PagePath	formCompletion: <pre>{event: 'formCompletion', eventAction: 'Sign In', gtm.uniqueEventId: 250}</pre>
NavigationClick	Tag type : Universal Analytics Track type : Event Category : Navigation Action: MenuItemClick Label: {{div-navHeader}} Value : {{div-navText}} Google Analytics Settings: GA Tracking Code Trigger: event equals custom event "navClick"	navigationClick	Variable Type - Data Layer Variable Name - eventAction Name - eventLabel	navigationClick: <pre>{ event: 'navigationClick', eventAction: 'Living Room', eventLabel: 'Furniture', gtm.uniqueEventId: 55 }</pre>

ProductImpression	Tag type : Universal Analytics Track type : Pageview Google Analytics Settings: GA Tracking Code Enable Enhanced Ecommerce Features: true Use Data Layer: true Trigger: event equals custom event "productImpression"	productImpression	<pre> event: 'productImpression', ecommerce: { currencyCode: 'USD', impressions: [{ name: 'Stonehenge UltraCozy Single Sofa', id: 'LR-FNTR-0004', price: 749.99, list: 'Search Results', position: 1 }, { name: 'Supreme LoungeStyle Double Sofa', id: 'LR-FNTR-CO-0010', price: 549.99, list: 'Search Results', position: 2 }] } </pre>
ProductClick	Tag type : Universal Analytics Track type : Event Event Category: Ecommerce Event Action: Product Click Label: {{dlv-productname}} Enable Enhanced Ecommerce Features: true Use Data Layer: true Trigger: event equals productClick	productClick	<pre> productClick: { event: 'productClick', ecommerce: { click: { actionField: {list: 'Search Results', action: 'click'}, products: [{name: 'Stonehenge UltraCozy Single Sofa', id: 'LR-FNTR-0004', price: 749.99}] } }, gtm.uniqueEventId: 124 } </pre>
Product Detail View	Tag type : Universal Analytics Track type : Pageview Enable Enhanced Ecommerce Features: true Use Data Layer: true Trigger: event equals custom event "productDetail"	productDetail	<pre> productDetail: { event: 'productDetail', ecommerce: { detail: { actionField: {list: 'Furniture', action: 'detail'}, products: [{ name: 'Stonehenge UltraCozy Single Sofa', id: 'LR-FNTR-0004-0001', price: 749.99, category: 'Living Room/Furniture', variant: 'darkgrey' }] } }, gtm.uniqueEventId: 147 } </pre>
Add to cart	Tag type : Universal Analytics Track type : Event Event Category: Ecommerce Event Action: Add to Cart Label: Add to Cart Enable Enhanced Ecommerce Features: true Use Data Layer: true Trigger: event equals custom event "addToCart"	addToCart	<pre> addToCart: { event: 'addToCart', ecommerce: { currencyCode: 'USD', add: { products: [{ name: 'Stonehenge UltraCozy Single Sofa', id: 'LR-FNTR-0004-0001', price: 749.99, category: 'Living Room/Furniture', variant: 'darkgrey', quantity: '1' }] } }, gtm.uniqueEventId: 158 } </pre>
Remove from cart	Tag type : Universal Analytics Track type : Event Event Category: Ecommerce Event Action: Remove from Cart Label: Remove from Cart Enable Enhanced Ecommerce Features: true Use Data Layer: true Trigger: event equals removeFromCart	removeFromCart	<pre> removeFromCart: { event: 'removeFromCart', ecommerce: { remove: { products: [{name: 'Modern Pendant Light', id: 'LR-LITB-0001-0001', price: 135, quantity: 1}] } }, gtm.uniqueEventId: 375 } </pre>
Promotion View	Tag type : Universal Analytics Track type : Pageview Enable Enhanced Ecommerce Features: true Use Data Layer: true Trigger: event equals custom event "promoView"	promoView	<pre> promoView: { event: 'promoView', ecommerce: {promoView: {promotions: [{name: 'FreeDeliveryContent', id: '12506'}]}}, gtm.uniqueEventId: 44 } </pre>

Promotion click	Tag type : Universal Analytics Track type : Event Category : Ecommerce Action : Promotion Click Enable Enhanced Ecommerce Features : true Use Data Layer : true Trigger : event equals custom event "promotionClick"	promotionClick	<pre> / promotionClick: { event: 'promotionClick', ecommerce: {promoClick: {promotions: [{name: '20PercentOffContent', id: '12507'}]}}, gtm.uniqueEventId: 420 } </pre>
Checkout	Tag type : Universal Analytics Track type : Event Event Category : Ecommerce Event Action : Checkout Label :step-{{dlv-checkoutStep}} Enable Enhanced Ecommerce Features : true Use Data Layer : true Trigger : event equals custom event "checkout"	checkout	<pre> checkout: { event: 'checkout', ecommerce: { checkout: { actionField: {step: 2, option: 'Payment and Delivery', action: 'checkout'}, products: [{ name: 'Stonehenge UltraCozy Single Sofa', id: 'LR-FNTR-0004-0001', price: '749.99000', quantity: 1 }] } }, gtm.uniqueEventId: 216 } </pre>
Purchase	Tag type : Universal Analytics Track type : Pageview Enable Enhanced Ecommerce Features : true Use Data Layer : true Trigger : event equals custom event "purchase"	purchase	<pre> { event: 'purchase', ecommerce: { purchase: { actionField: { id: '1052419263', affiliation: 'Online Store', revenue: '724.99000', tax: '0.00000', shipping: '0.00000', coupon: '-25.00000', action: 'purchase' }, products: [{ name: 'Stonehenge UltraCozy Single Sofa', id: 'LR-FNTR-0004-0001', price: '749.99000', quantity: 1 }] } }, gtm.uniqueEventId: 239 } </pre>