DATA LAYER DOCUMENT FOR PRODUCT PAGE

1. TO TRACK LOGIN/FIRST VISIT OF ALL USERS

// Assuming you have a data layer object named ‘datalayer’  
// Push Login event to data layer

datalayer. push

({‘event’: ‘Login’,

userId: ‘userId’,

Login Method: ’email/password’

});

2. TO TRACK PAGE VIEW

// Assuming you have a data layer object named ‘datalayer’  
// Push Page View event to data layer

datalayer. push

({‘event’:’pageView’,

‘pageName’: Puffy //Current Page Title

‘pageUrl’: [https://puffy.com?view=old-browser}](https://puffy.com?view=old-browser%7d));

3. TO TRACK PAGE SCROLL

// Assuming you have a data layer object named ‘datalayer’  
// Push Scroll event to data layer

datalayer. push

({‘event’: ‘Page Scroll’,

userId: ‘userId’,

scrollDepth: ‘50%’

});

4. TO TRACK PRODUCT VIEW

// Assuming you have a data layer object named ‘datalayer’  
// Push Product view event to data layer

dataLayer.push({

event: 'productView',

productId: 'product\_id',

productName: 'Product\_name’

categoryId: 'category\_id',

categoryName: 'Category\_name',

});

6. TO TRACK CLICK ON REVIEWS LINK

// Assuming you have a data layer object named ‘datalayer’  
 // Push Product view event to data layer

dataLayer.push({

event: 'reviewClick',

productId: 'product\_id',

productName: 'Product\_name’

categoryId: 'category\_id',

categoryName: 'Category\_name' });

5. TO TRACK PRODUCT VIEW

// Assuming you have a data layer object named ‘datalayer’  
// Push Product view event to data layer

dataLayer.push({

event: 'productView',

productId: 'product\_id',

productName: 'Product\_name',

categoryId: 'category\_id',

categoryName: 'Category\_name',

});