

All tags overview

The screenshot shows the Vivory website with a Google Tag Assistant overlay. The overlay displays the 'Result of Tag Analysis' for 3 tags in total:

- 1. Global site tag (gtag.js) G-GH99522DS4
- 2. Google Ads Remarketing Tag 10858046746
- 3. Google Tag Manager GTM-PLJJWCS

Buttons at the bottom of the overlay include 'STOP RECORDING' and 'VIEW RECORDINGS'.

GA4 debugview overview

Made a test Purchase and GA4 captured the purchase event along with all Ecommerce values

The screenshot shows the Google Analytics GA4 DebugView interface. The left sidebar lists navigation options: Gebeurtenissen, Conversies, Doelgroepen, Aangepaste definities, and DebugView (selected). The main area displays a timeline of events. The 'purchase' event is highlighted, showing parameters and user properties.

Parameters	Gebruikerseigenschappen
currency	1
debug_mode	1
engagement_time_msec	1
ga_session_id	1
ga_session_number	1
ignore_referrer	1
page_location	1
page_referrer	1
page_title	1
shipping	1
tax	1

The 'TOPGEBEURTENISSEN' section shows a list of events:

Event	Count
page_view	9
user_engagement	8
view_item_list	7
view_item	3
begin_checkout	3
add_to_cart	1
purchase	1

Google Ads purchase conversion tracking

The screenshot shows a Vivory checkout page with a Google Tag Assistant overlay. The overlay displays the following conversion tracking details:

Metadata	URLs
Conversion ID	10858046746
Conversion Label	3rkICle42IAYEJrKwrko
Conversion Value	13.35
Conversion Currency	EUR

The background page shows the checkout details for a Vivory order, including the product 'Shower gel - Summer Days x 1', a subtotal of €13.35, and a total of €13.35 (including €1.46 btw).

Google Tag Manager purchase overview

The screenshot shows the Google Tag Manager interface for the 'Bedankt | Vivory' container. The 'purchase' event is highlighted in the list of events. The 'Output of GTM-PLJJWCS' section shows the tags fired for this event:

Tags Fired						
<table border="1"><tr><td>Conversion Linker</td><td>GA4-configuratie</td><td>GA4 - Event - Ecommerce events</td></tr><tr><td>Conversion Linker - Fired 1 time(s)</td><td>Google Analytics: GA4 Configuration - Fired 1 time(s)</td><td>Google Analytics: GA4 Event - Fired 2 time(s)</td></tr></table>	Conversion Linker	GA4-configuratie	GA4 - Event - Ecommerce events	Conversion Linker - Fired 1 time(s)	Google Analytics: GA4 Configuration - Fired 1 time(s)	Google Analytics: GA4 Event - Fired 2 time(s)
Conversion Linker	GA4-configuratie	GA4 - Event - Ecommerce events				
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<table border="1"><tr><td>Google Ads</td><td>Google Ads Purchase conversion</td><td>Google Ads Base</td></tr><tr><td>Google Ads Remarketing - Fired 1 time(s)</td><td>Google Ads Conversion Tracking - Fired 1 time(s)</td><td>Custom HTML - Fired 2 time(s)</td></tr></table>	Google Ads	Google Ads Purchase conversion	Google Ads Base	Google Ads Remarketing - Fired 1 time(s)	Google Ads Conversion Tracking - Fired 1 time(s)	Custom HTML - Fired 2 time(s)
Google Ads	Google Ads Purchase conversion	Google Ads Base				
Google Ads Remarketing - Fired 1 time(s)	Google Ads Conversion Tracking - Fired 1 time(s)	Custom HTML - Fired 2 time(s)				

The 'Tags Not Fired' section is empty.

Google Ads Conversions overview

←

Google ads

Conversies

Zoeken

Rapporten

Tools en instellin...

Vernieu...

Hulp

Meldingen

760-446-6096

marion@2youmarketing.nl

Overview

Settings

Uploads

Value rules

Free variables

Salesforce

Overview

Last 7 days

Oct 23 - 29 2022

Show last 30 days

+ New conversion action

View all conversion actions

Customer Acquisition

Set up

To use customer acquisition, you must add an audience segment with at least 1000 active members to at least 1 network in order to recognize existing customers.

Purchases

Account Default Purpose

4 of 4 campaigns

Edit target

<input type="checkbox"/> conversion action	Action Optimization ↓	Conversion source	All conv.	All Conv Value	Status	Actions
<input type="checkbox"/> Purchase	Primary	Website	0.00	0.00	No recent conversions	

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