



RCT

Adobe Analytics

TDR RCT Tagging Deck

Omniture Tagging Specifications

Project	TDR RCT Tagging Deck
JIRA Ticket	RCTM-2207
Staging Site	https://stg.nonprod.rct.tms.aws.toyota.com/
Production Site	www.toyota.com
Updated	4.18.2023

Notes – Icon Legend



pageLoads

aa-pageload
aa-subpageload
km-pageload

Legacy Tags

Legacy Tags

Legacy Tags

Used for all pageLoads with Key Metrics (often denoted as 'km'). For these particular pageLoads, an event will be fired along with the pageLoad tag. Throughout the specification guide, data elements are requested to be exposed for these pageLoads.



onClicks

km-link

Legacy Tags

Used for all onClicks with Key Metrics (often denoted as 'km'). For these particular onClicks, an event will be fired along with the onClick tag. Throughout the specification guide, data elements are requested to be exposed for these onClicks.



onClicks

km-link-1
km-link-2

Legacy Tags

Used for all onClicks with Multiple Key Metrics. For these particular onClicks, multiple events will be fired along with the onClick tag. Throughout the specification guide, data elements are requested to be exposed for these onClicks. (Please see how to fire tag notes on page 5-6)



onClicks

aa-link
aa-link
aa-link
aa-link

Legacy Tags

Legacy Tags

Legacy Tags

Legacy Tags

These onClicks are for Adobe Analytics Links (often denoted as aa-link).

Throughout the specification guide, data elements are requested to be exposed for these onClicks.

Note: The denoted legacy tags

Legacy Tags "New"

Legacy Tags "New"

Legacy Tags "New"

with "New" indicates updated legacy tag for tag key-of purpose. These tags will need to be implemented prior to Ensighten mapping.



Toyota

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Notes - TCOM Implementation Detail - With Existing Legacy Tag

During this phase of the data layer project, the legacy tags and the new data layer tags will fire for the transition period.

Once all data layer tags have been implemented, the legacy will stop firing

To implement the short phrase transition we have provided:

- Replace the ID with the short phrase.
- For the transition add the ID to the dynamic variables passed into fireTag
- Add the required data to dynamic variables
- Any site state properties, expose on `window.site_data` object
- Any additional link/event properties add the dynamic variables

For tags that are replaced by key metric phrases, please add the replaced tag ID to the dynamic variable object as "<tag_id>".

Example:

Old: `fireTag("57.116", {"<model_name>": "camry"})`

New: `fireTag("km-hero-hp-click", {<tag_id>: "57.116", <model_name>: "camry"})`

Notes - How to Fire a Page Load Tag

Example: For dealer detail page, pass “ready” as first argument of fireTag and assign “km-dealer-detail” to metrics variable within tag object.

The screenshot shows a Toyota dealer detail page for "Performance Toyota". The URL is [http://www.performancetoyota.com](#). The page includes sections for Contact Information, Contact Us, Programs & Awards, Local Specials, and Today's Hours. Two green arrows point to specific elements: one to the top right corner pointing to the "km-dealer-detail" tag, and another to the bottom right corner pointing to the "km-dealer-visit_site" tag.

```
fireTag("ready", {  
    metrics: "km-dealer-detail",  
    // dealer block  
    dealer_brand: "Toyota",  
    dealer_code: "42138",  
    dealer_name: "Manhattan Beach Toyota",  
    dealer_zip_code: "77054",  
    dealer_city: "Houston",  
    dealer_state: "TX",  
    dealer_metro: "01",  
    dealer_has_txm: "Yes",  
    dealer_has_espanol: "Yes",  
    dealer_has_tire_center: "Yes",  
    dealer_has_schedule_service: "Yes",  
    dealer_has_service_only: "Yes"  
    // add other needed blocks of data  
});
```

Note: If instance has more than one component, please use comma to separate
Example: metrics: "km-vehicle-selected, km-vehicle-added"



Toyota

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Notes - How to Fire a Link Tag

Example: For Dealer Website link, pass “km-dealer-detail” as first argument instead of “ready” in fireTag function.

The screenshot shows a Toyota dealer website for "Performance Toyota". The URL in the browser is "http://www.manhattanbeachtoyota.com/dealer-detail". A red arrow points to the "km-dealer-detail" metric in the Metrics table on the right. Another green arrow points to the "km-dealer-visit_site" metric in the same table.

Metrics

Metrics	Data Element Block
km-dealer-detail	1. Dealer Block
km-dealer-visit_site	1. Link Block 2. Dealer Block
aa-link	1. Link Block
aa-link	1. Link Block
aa-link	1. Link Block 2. Dealer Block
aa-link	1. Link Block

```
fireTag("km-dealer-detail", {  
    // dealer block  
    dealer_brand: "Toyota",  
    dealer_code: "42138",  
    dealer_name: "Manhattan Beach Toyota",  
    dealer_zip_code: "77054",  
    dealer_city: "Houston",  
    dealer_state: "TX",  
    dealer.metro: "01",  
    dealer_has_txm: "Yes",  
    dealer_has_espanol: "Yes",  
    dealer_has_tire-center: "Yes",  
    dealer_has_schedule_service: "Yes",  
    dealer_has_service_only: "Yes"  
    // add other needed blocks of data  
    // etc  
    // link block  
    linkText:"Dealer Website",  
    href:" http://www.manhattanbeachtoyota.com/"  
});
```

Note: If instance has more than one component, please use comma to separate – Example: metrics: “km-vehicle-selected, km-vehicle-added”

Version	Date	Change Description
v2	3/20/2023	<ul style="list-style-type: none">• Updated with some new slides, values, etc. with comments in a blue call-out for ease of reference to updates.
v1	2/14/2023	<ul style="list-style-type: none">• Lakshmi submitted with updates for RCT TDR MVP

Ensighten –T.com Key Metrics

KPI | Key Performance Indicators

Color Legend:

Existing Key Metric to map in Phase 1

New Key Metric to map in Phase 2

Key Performance Indicator	Key Metric Phrases
Build Complete:pageLoad	km-byo-complete
Build Start:pageLoad	km-byo-start
Build Step:pageLoad	km-byo-step
Compare-Complete:pageLoad	km-compare-complete
Compare Model-Complete:pageLoad	km-compare-model-complete
Compare Model-Start:onClick	km-compare-model-start
Compare-Start:pageLoad	km-compare-start
Dealer-Contact Call:onClick - Mobile Only	km-dealer-contact-call
Dealer-Detail:pageLoad	km-dealer-detail
Dealer-Search:pageLoad	km-dealer-search
Dealer-VisitService:onClick	km-dealer-visit_service
Dealer-VisitSite:onClick	km-dealer-visit_site
Vehicle ePrice-Detail:pageLoad	km-eprice-show
Vehicle ePrice-Start:onClick	km-eprice-start
Future Concept Vehicle Page:pageLoad	km-handraiser-fcv-complete
Upcoming Vehicles Page:pageLoad	km-handraiser-uvp-complete
Hero Homepage:onClick	km-hero-hp-click
Search Inventory-Detail:pageLoad	km-inventory-detail

Key Performance Indicator	Key Metric Phrases
Search Inventory - Results:pageLoad	km-inventory-result
Search Inventory - Search:pageLoad	km-inventory-search
Logged In:pageLoad	km-logged-in
Local Specials:pageLoad	km-offers-detail
Local Specials:pageLoad	km-offers-search
Brochure Page- Complete:pageLoad	km-rab-complete
Request a Brochure:onClick	km-rab-download
Brochure Page- Start:pageLoad	km-rab-start
Request a Quote - Complete:pageLoad	km-raq-complete
Request a Quote - Start:pageLoad	km-raq-start
RegistrationComplete:pageLoad	km-reg-complete
RegistrationStart:onClick	km-reg-start
Social Log Start:onClick	km-social-logged_start
Social Media Share: onClick	km-social-share
Kelley Blue Book - Complete:pageLoad	km-trade_in-complete
Kelley Blue Book - Start:pageLoad	km-trade_in-start
Vehicle Hold - Detail:pageLoad	km-vehicle-hold

KPI | Key Performance Indicators - Clickouts

Key Performance Indicator	Key Metric Phrases
Toyota Certified Used Vehicles:onClick	km-certified-clickout
Toyota Owners: onClick	km-owners-clickout
Safety Recalls & Service Campaigns: onClick	km-recall-clickout
Toyota Financial Services: onClick	km-tfs-clickout
Toyota Rent A Car: onClick	km-rental-clickout
Toyota Mobility: onClick	km-mobility-clickout
Careers / Our Company: onClick	km-usa-clickout
Toyota USA Newsroom:onClick	km-pressroom-clickout
Toyota Worldwide:onClick	km-global-clickout
Toyota Racing:onClick	km-toyotaracing-clickout
TRD USA:onClick	km-trdusa-clickout

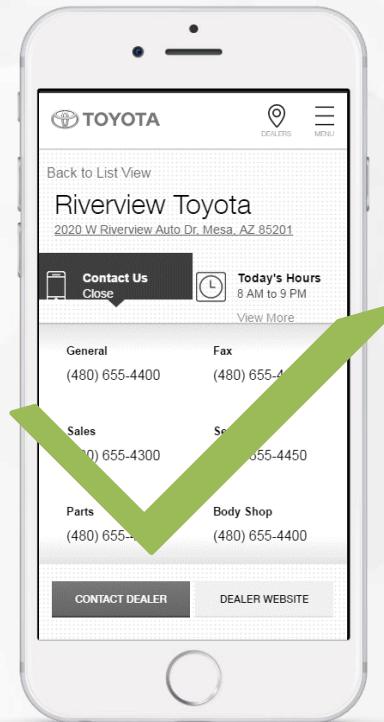
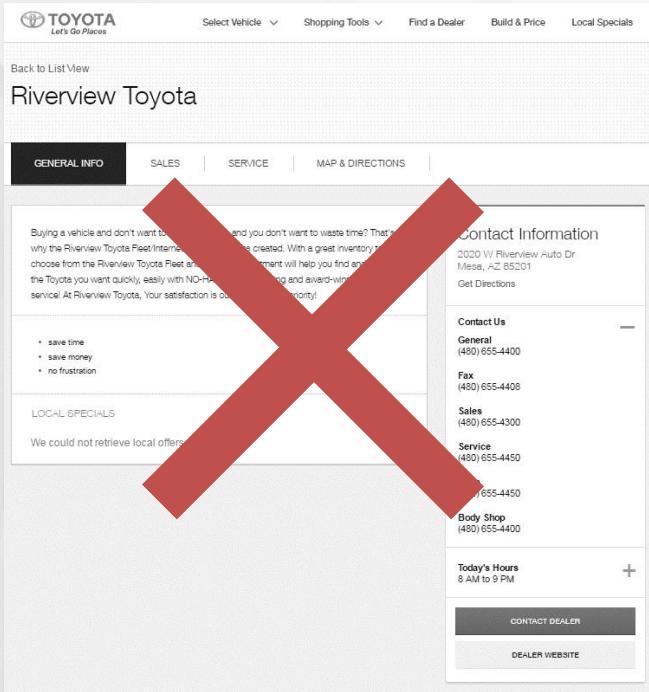
Color Legend:

Existing Key Metric to map in Phase 1

New Key Metric to map in Phase 2

Notes - Dealer Contact Call Link

km-dealer-contact-call is only tracked on Mobile. Tag is still addressed through the guide as part of Desktop view port; however, only triggers on Mobile.



Ensighten – TCOM Data Blocks

Overview

Condition	Data Block
Global	Global Block
Global	User Block
Global	UserInputError Block
Specific	Page Block
Specific	Link Block
Specific	List Item Block
Specific	Offer Block
Specific	Offer List Block
Specific	Vehicle Block

Global Block:

- Lives on every pages.
- Elements should be exposed whenever available.

Specific Block:

- The elements should be exposed on specific pages and targeted CTAs.
- Specific Blocks will be explicitly addressed throughout the tagging guide.

Data Elements | Global Block (Global)

Color Legend:

Existing Elements already being exposed

New Elements required to be exposed

The following elements should be exposed every pages, whenever available.

breakpoint	Example=768, 1024, etc.
device_type	Example=desktop, mobile
zipcode	Expose when available. Retrievable from Akamai, user's device, and user's input. Example=90504
error_type	Expose when available. Href. Example=404, 500, etc.
tda_code	Example=gst10
form-campaign_code	Expose when available. Example: TWTT10570000-Toyota.com Request a Quote

Data Elements | User Block (Global)

Color Legend:

Existing Elements already being exposed

New Elements required to be exposed

The following elements should be exposed every pages, whenever available.

A screenshot of a user information form titled "2 Your Information". The form includes fields for First Name, Last Name, Address, City (set to AL, 77021), Email, Phone, Contact preference (Email selected), Language (English), and a comment section. A checkbox for leaving a comment is checked.

user_to_id	Place holders for future update.
user_customer_central_id	Place holders for future update.
user_digital_garage_id	Place holders for future update.
user_si_id	Place holders for future update.
user_zipcode	Expose when available. User zipcode in their personal information. Example=90504
user_logged_status	Place holders for future update.
user_city	Expose when available. city. Example=Los Angeles

Data Elements | User Input Error Block (Global)

Color Legend:

Existing Elements already being exposed

New Elements required to be exposed

The following elements should be exposed whenever user provides input error on every form fields.

displayed_error_message

Expose when available. Example =
Please_Match_the_requested_format._Please_re-enter_Zip_Code,
Search_must_be_between_1_and_80_characters., etc.

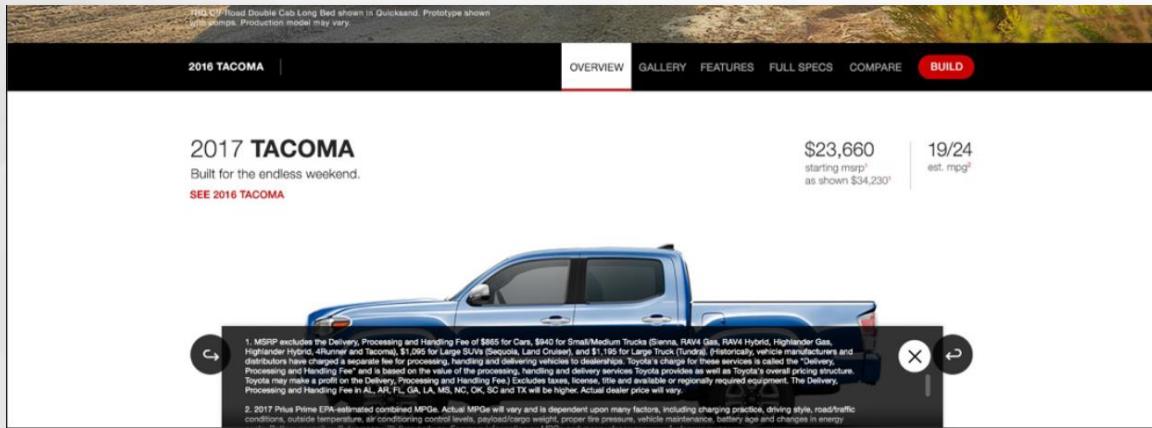
Existing Elements already being exposed

New Elements required to be exposed

Page Block is a recurring set of data elements that are required to be exposed. These elements should be exposed whenever a link or CTA is selected.

content-section

Header or specified name of the current pageload.
Used for sub-pageload and popup modals
Example="mlp_overlay_disclaimer"



Link Block is a recurring set of data elements that are required to be exposed. These elements should be exposed whenever a link or CTA is selected.

link_url	Expose when available. Example=https:// www.toyota.com/build/camry
link_href	Expose when available. Href. Example=/build/camry
link_text	Expose when available. Use text if available. If text is not available, please use alt text of image. If none is available, use 'Link' Example=Service Offers, Dashboard Indicator, etc.
link_action	Expose when available. For button only. Example: Previous, Next, etc.
link_type_title	Expose when available. Example: compare_2h2
button_action	action if there is no href. Might not be needed because of the way link_text and link_action are used. Examples: Next, Previous

Color Legend:

Existing Elements already being exposed

New Elements required to be exposed

List Item Block is a recurring set of data elements that are required to be exposed. This element should be exposed whenever a certain item within list is selected.

list_item_index

Expose when available. Left to Right, then Top to Bottom. Example = 1, 2, 3, etc.

It should be used when it affects a km event.

For carousel or pagination, item index is respected to total number of items, not order of item within slide.

Example =

Slide 1: 1, 2, 3;

Slide 2: 4, 5, 6, etc.

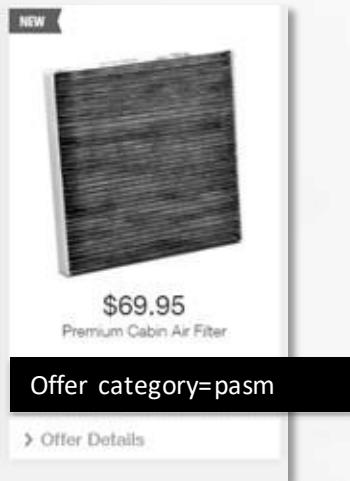
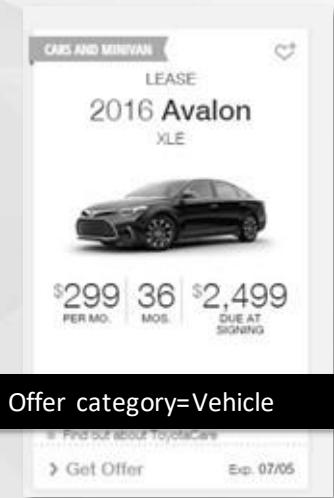
Data Elements | Offer Block

Offer block is a recurring set of data elements that are required to be exposed. These scenarios will be identified throughout the tagging guide. Also includes offer_<vehicle> block in tandem.

Color Legend:

Existing Elements already being exposed

New Elements required to be exposed



offer_category	Expose when available. Offer category. Example=Vehicle, pasm
offer_type	Expose when available. Offer type, example=Lease
offer_id	Expose when available. Offer id Example=camry_cash_1467756124407
offer_expired_date	Expose when available. Expiration of Offer Example=07/05
offer_term	Expose when available. Offer Term Example=36
offer_rate	Expose when available. Offer Rate Example=0.0
offer_amtdue	Expose when available. Amt_due Example=1,799
offer_monthly	Expose when available. Monthly_payment Example=169
offer_cashback	Expose when available. Cashback Example=2,500
offer_title	Expose when available. Offer Title=Premium Cabin Air Filter
offer_label	Expose when available. Offer label Example: Cars and Minivan

Note: More Offer Block Data Elements next page

Offer Block is a recurring set of data elements that are required to be exposed. These scenarios will be identified throughout the tagging guide. Also includes vehicle block in tandem.

offer_series	When a vehicle block data element is available, please add 'offer_' as a prefix	offer_series_color_ext_code	Expose when available.exterior_color code. Example=0209
offer_series_number	Expose when available. Model number. Example=1831	offer_series_color_int_code	Expose when available.interior_color code. Example=F11
offer_series_msrp	Expose when available. MSRP Example=\$24,000	offer_series_code	Expose when available.Model name. Example=Avalon
offer_series_brand	Expose when available. Brand Example=Toyota	offer_series_year	Expose when available.Model year. Example=2014
offer_series_grade	Expose when available. Trim name.Example=XLE	offer_series_fuel_type	Expose when available.fuel_type. Example=Gasoline, Electric, Hydrogen, Hybrid
offer_series_engine	Expose when available. Engine. Example=3.5 LV6	offer_series_packages	Expose when available.Package. Example=Sports Package
offer_series_transmission	Expose when available. Transmission. Example= 6 SPD Manual	offer_series_body_style	Expose when available.body_style. Example=Sports Coupe
offer_series_category	Expose when available.Segment Categories. Example=Minivan	offer_series_inventory_type	Expose when available. Example>New, Certified
offer_series_accessories_name	Expose when available.Accessories. Example=Fog Light	offer_series_vehicleid	Expose when available. vehicleid. Example=BRD_TOY-YR_2016-MDL_8664-XCOL_0218-ICOL_FB22-ACY+FE-ACY+QB-ACY+CF
offer_series_color_ext	Expose when available.Exteriorcolor name. Example=Blizzard Pearl		
offer_series_color_int	Expose when available.Interiorcolor name. Example=Light Grey		

Data Elements | Offer List Block

Offer Block is a recurring set of data elements that are required to be exposed. These elements should be exposed on offer display result.

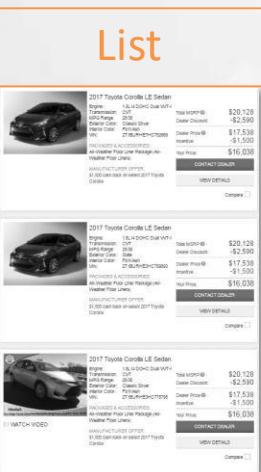
Color Legend:

Existing Elements already being exposed

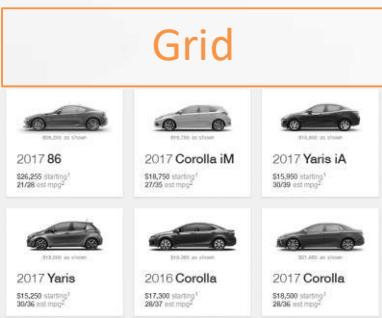
New Elements required to be exposed

offer_list_filter	Expose when available. Filter is when you select multiple items. Example=APR, Lease
offer_list_layout	Expose when available. Offer layout (Example=grid, list, strip, tile, banner)

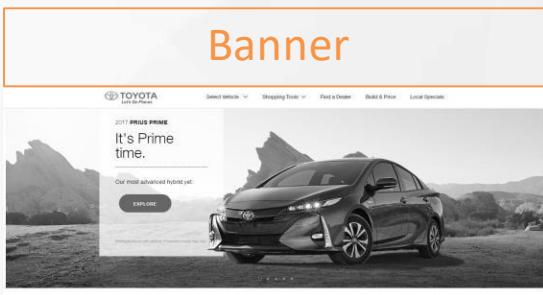
List



Grid



Banner



Vehicle block is a recurring set of data elements that are required to be exposed. These scenarios will be identified throughout the tagging guide.

series_number	Expose when available. Model number. Example=1831	series_color_ext_code	Expose when available.exterior_color code. Example=0209
series_msrp	Expose when available.MSRP Example=23,000	series_color_int_code	Expose when available.interior_color code. Example=FA11
series_brand	Expose when available.Brand Example=Toyota	series_code	Expose when available.Model name. Example=Avalon
series_grade	Expose when available.Trim name. Example=XLE	series_year	Expose when available.Model year. Example=2014
series_engine	Expose when available.Engine. Example=3.5 L V6	series_fuel_type	Expose when available.fuel_type. Example=Gasoline, Electric, Hydrogen, Hybrid
series_transmission	Expose when available.Transmission. Example= 6 SPD Manual	series_packages	Expose when available.Package. Example=Sports Package
series_category	Expose when available.Segment Categories. Example=Minivan	series_body_style	Expose when available.body_style. Example=Sports Coupe
series_accessories_name	Expose when available.Accessories. Example=Fog Light	series_inventory_type	Expose when available.Example>New, Certified
series_color_ext	Expose when available.Exterior color name. Example=Blizzard Pearl	series_vehicleid	Expose when available.vehicleid. Example=BRD_TOY-YR_2016-MDL_8664-XCOL_0218-ICOL_FB22-ACY+FE-ACY+QB-ACY+CF
series_color_int	Expose when available.Interior color name. Example=Light Grey		

Local Specials Homepage

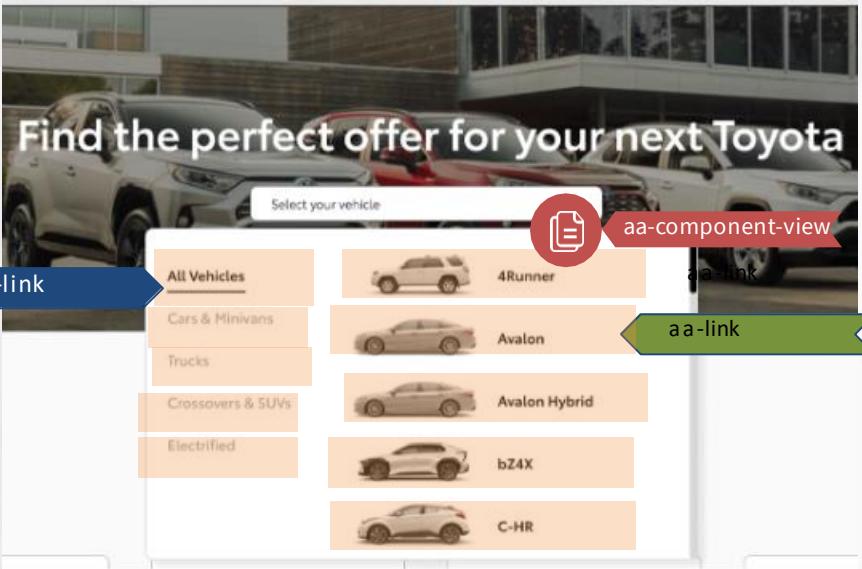
Pages – Local Specials

The screenshot shows a Toyota website page titled "Local Specials". At the top, there are navigation links for "Vehicles", "Shopping Tools", and "Local Specials". A red callout bubble labeled "km-offers-search" points to the "Local Specials" link. Below the header, there is a large image of a woman walking past two Toyota vehicles. Overlaid on the image is the text "Find the perfect offer for your next Toyota". A dropdown menu is open, showing the option "Select your vehicle". A blue callout bubble labeled "aa-link" points to this dropdown menu.

Metrics	Data Element Block
aa-pageload km-offers-search content_section="offers"	1. All Global Blocks 2. Page Block
aa-link content_section="offers" content_subsection="vehicle dropdown menu" link_text="select your vehicle" link_button_action="open" OR "close"	1. All Global Blocks 2. Page Block 3. Link Block

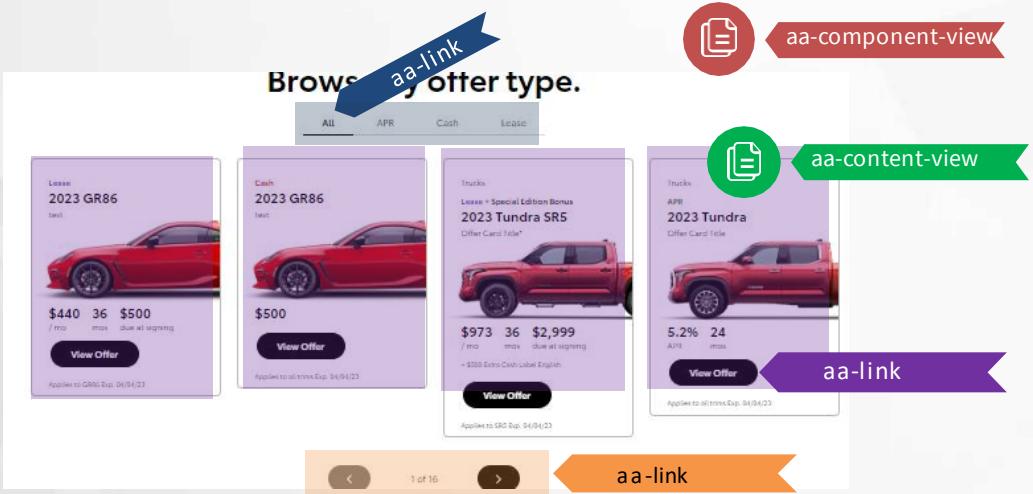
aa-link

Pages – Local Specials



Metrics	Data Element Block
<pre>aa-component-view content_section="vehicle dropdown"</pre>	<ol style="list-style-type: none"> 1. All Global Blocks 2. Page Block
<pre>aa-link content_section="offers" Example content_subsection="vehicle dropdown menu" link_text="all vehicles" link_type_title="select your vehicle" list_item_index="1"</pre>	<ol style="list-style-type: none"> 1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block
<pre>aa-link content_section="offers" Example content_subsection="vehicle dropdown menu" link_text="avalon" link_type_title="select your vehicle" list_item_index="2" series_brand="toyota" series_code="avalon"</pre>	<ol style="list-style-type: none"> 1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block 5. Vehicle Block

Pages – Local Specials



Metrics

aa-component-view
content_section="browse by offer type"
offer_list_filter="all"
offer_list_layout="grid"

Data Element Block

1. All Global Blocks
2. Page Block
3. Offer List Block

aa-link
content_section="browse by offer type"
link_text="all"
link_type_title="tabs"
Example
link_text="all"
list_item_index="1"
offer_list_filter="all"
offer_list_layout="grid"

1. All Global Blocks
2. Page Block
3. Link Block
4. List Item Block
5. Offer List Block

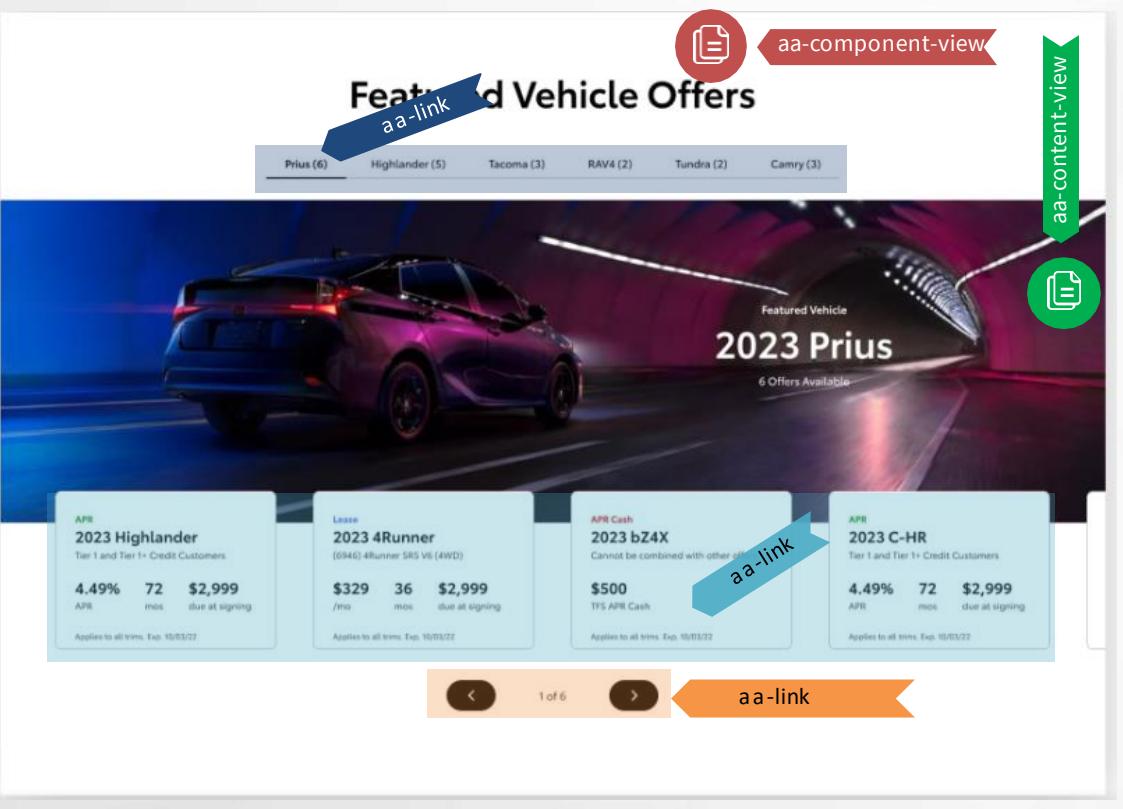
aa-content-view
content_section="browse by offer type"
Example
content_subsection="all"
list_item_index="1"
offer_list_filter="all"
offer_list_layout="grid"

1. All Global Blocks
2. Page Block
3. List Item Block
4. Offer List Block

aa-link
content_section="browse by offer type"
link_type_title="offer card"
Example
content_subsection="All"
offer_list_filter="all"
offer_list_layout="grid"
link_text="view offer"
list_item_index="4"
series_brand="toyota"
series_code="tundra"

1. All Global Blocks
2. Page Block
3. Link Block
4. List Item Block
5. Offer Block
6. Offer List Block
7. Vehicle Block

Pages – Local Specials



Metrics	Data Element Block
aa-component-view	1. All Global Blocks
content_section="featured vehicle offers"	2. Page Block
offer_list_filter="prius"	3. Offer List Block
offer_list_layout="grid"	
aa-link	1. All Global Blocks
content_section="featured vehicle offers"	2. Page Block
link_type_title="tabs"	3. Link Block
Example	4. List Item Block
link_text="prius"	5. Offer List Block
list_item_index="1"	6. Vehicle Block
offer_list_filter="prius"	
offer_list_layout="grid"	
series_brand="toyota"	
series_code="prius"	
aa-content-view	1. All Global Blocks
content_section="featured vehicle offers"	2. Page Block
Example	3. Offer List Block
content_subsection="prius"	4. Vehicle Block
list_item_index="1"	
offer_list_filter="prius"	
offer_list_layout="grid"	
series_brand="toyota"	
series_code="prius"	
aa-link	1. All Global Blocks
content_section="featured vehicle offers"	2. Page Block
link_type_title="offer card"	3. Link Block
Example	4. List Item Block
content_subsection="prius"	5. Offer Block
link_text="2023 bz4x"	6. Offer List Block
list_item_index="1"	7. Vehicle Block
offer_list_filter="prius"	
offer_list_layout="grid"	

Pages – Local Specials

The screenshot shows a section titled "Explore Offers by Vehicle". At the top, there are tabs for "Cars & Minivan" (which is active), "Crossovers & SUVs", "Trucks", and "Electrified". Below the tabs is a grid of four vehicle cards:

- 2023 Prius Prime** starting from \$35,900
- 2022 Prius** starting from \$35,900
- 2023 Avalon Hybrid** starting from \$35,900
- 2022 Camry Hybrid** starting from \$35,900

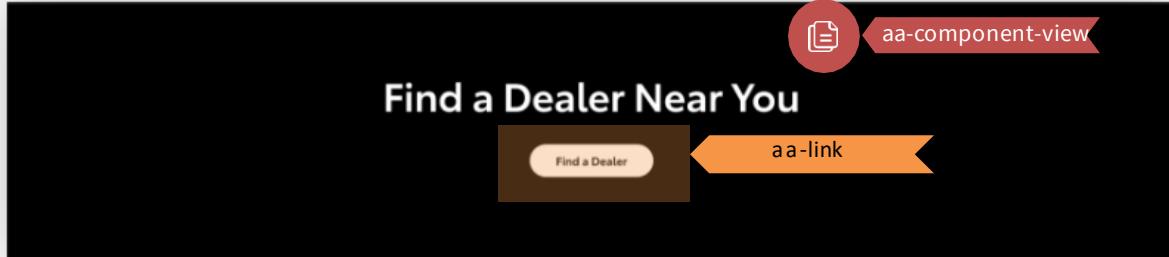
Below the grid are navigation arrows labeled "1 of 6".

Annotations with arrows and callouts point to specific elements:

- A red arrow points to the "Cars & Minivan" tab with the text "aa-link".
- A green arrow points to the first vehicle card with the text "aa-content-view".
- An orange arrow points to the right navigation arrow with the text "aa-link".
- A red circle with a white icon (representing a component view) is positioned above the "Cars & Minivan" tab, with a red arrow pointing to it labeled "aa-component-view".

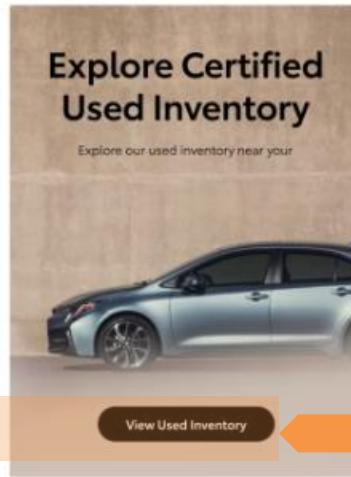
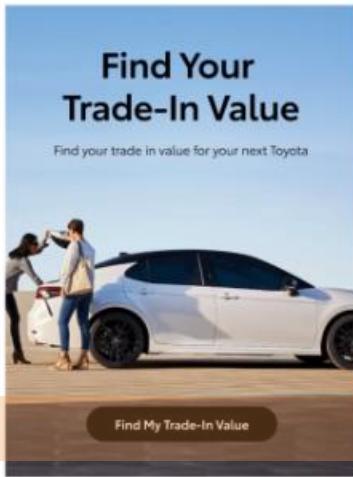
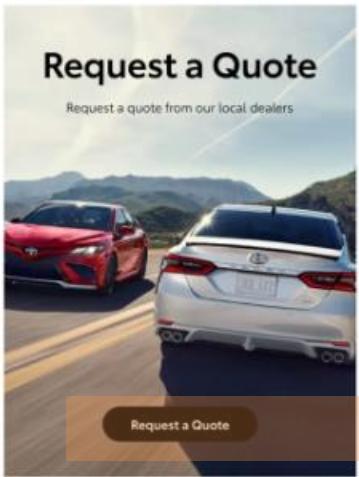
Metrics	Data Element Block
aa-component-view content_section="explore offers by vehicle"	1. All Global Blocks 2. Page Block
aa-link content_section="explore offers by vehicle" link_type_title "tabs" Example content_subsection="trucks" link_text="trucks" list_item_index="1"	1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block
aa-content-view content_section="explore offers by vehicle" Example content_subsection="trucks" link_text="trucks" list_item_index="1"	1. All Global Blocks 2. Page Block 3. List Item Block
aa-link content_section="explore offers by vehicle" link_type_title "vehicle card" Example content_subsection="cars-minivan" link_text="2023 prius prime" list_item_index="1" series_brand="toyota" series_code="priusprime"	1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block 5. Vehicle Block
aa-link content_section="explore offers by vehicle" link_type_title "toggles" Example content_subsection="cars-minivan" link_text="left_arrow" OR "right_arrow"	1. Link Block 2. Page Block

Pages – Local Specials



Metrics	Data Element Block
aa-component-view content_section="find a dealer near me"	1. All Global Blocks 2. Page Block
aa-link content_section="find a dealer near me" link_text="find a dealer"	1. All Global Blocks 2. Page Block 3. Link Block

Pages – Local Specials



aa-component-view

Metrics	Data Element Block
aa-component-view content_section="cta blocks"	1. All Global Blocks 2. Page Block
content_section="cta blocks" Example link_text="view used inventory" link_type_title="explore certified used inventory" list_item_index="3"	1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block

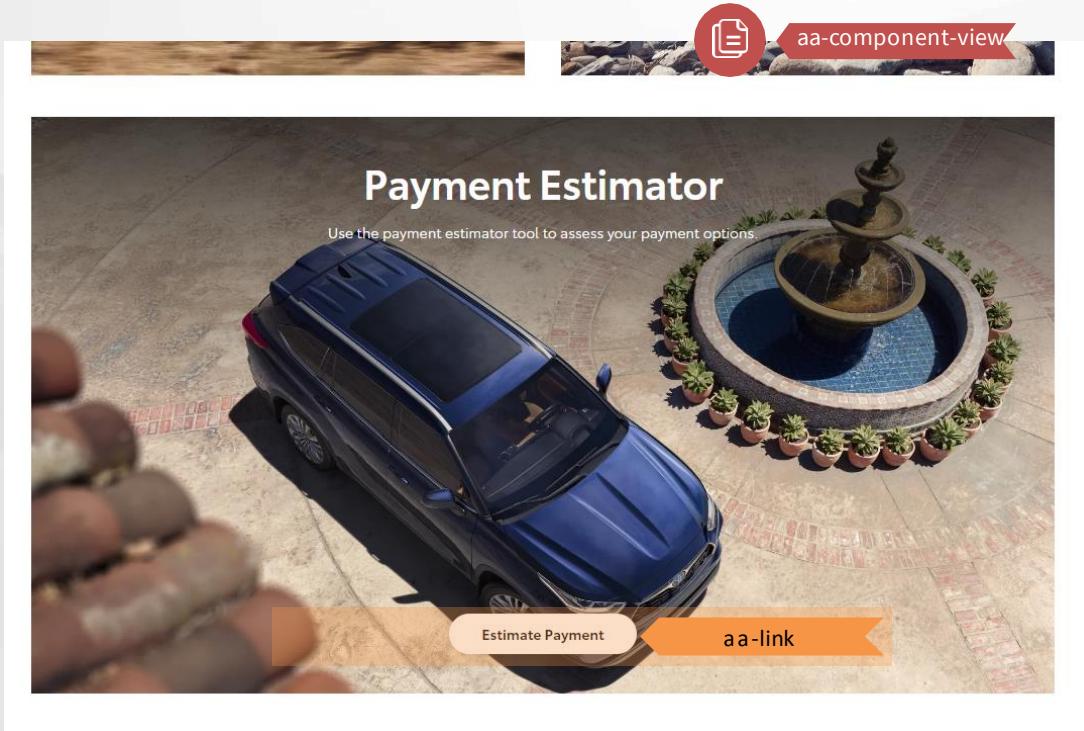
aa-link



Toyota

RCTM-2207

Pages – Local Specials



Metrics	Data Element Block
aa-component-view content_section="payment_estimator"	1. All Global Blocks 2. Page Block
content_section="payment estimator" Example link_text="payment estimator" link_type_title="payment estimator"	1. All Global Blocks 2. Page Block 3. Link Block



Toyota

RCTM-2207

Offer Details Page with Offers

Pages – Local Specials – All Offers

The screenshot shows the Toyota Local Specials - All Offers page for the Highlander. At the top, there's a navigation bar with the Toyota logo, a dropdown for 'Vehicles', 'Shopping Tools', and 'Local Specials'. Below that is a search bar with 'Offer Detail' and 'All Offers' buttons, and a location dropdown set to '92656'. On the left, there's a dropdown for 'Years' with options for 2023, 2022, and 2021. The main content area features several cards for the 2023 Highlander, each showing an image of the car, the model name, APR, term, and monthly payment. One card is highlighted with an orange callout arrow labeled 'aa-link'.

Metrics	Data Element Block
<pre>aa-pageload,km-offers-detail content_section="all offers"</pre>	<ol style="list-style-type: none"> 1. All Global Blocks 2. Page Block 3. Offer List Block 4. List Item Block 5. Vehicle Block
<pre>aa-link content_section="all offers"</pre>	<ol style="list-style-type: none"> 1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block 5. Offer Block 6. Offer List Block 7. Vehicle Block

Pages – Local Specials – All Offers

1. aa-link

2. aa-link

aa-pageload, km-offers-search

3. aa-link

4. aa-link

Metrics	Data Element Block
aa-pageload, km-offers-search content_section="all offers"	<ol style="list-style-type: none"> 1. All Global Blocks 2. Page Block 3. Offer Block 4. Offer List Block 5. Vehicle Block
aa-link content_section="offers filter" content_subsection="year" link_button_action="select" OR "deselect"	<ol style="list-style-type: none"> 1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block 5. Offer List Block 6. Vehicle Block
aa-link content_section="offers filter" Example content_subsection="vehicles" link_text="highlander" link_action "aa-link"	<ol style="list-style-type: none"> 1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block 5. Offer List Block 6. Vehicle Block

Pages – Local Specials – Offers Nav

The screenshot shows a Toyota Local Specials page. At the top, there are filters for 'Vehicles' and 'Years'. A navigation bar includes 'Offer Detail' (highlighted with an orange arrow), 'All Offers', 'Local Specials' (with a red dot), and other dropdowns for 'Types' and 'Zip Code'. Below the navigation is a large image of a red 2023 Highlander. Text on the page includes 'Starting MSRP® \$40,220', 'Highlander', '2023 Highlander', 'Tier 1 and Tier 1+ Credit Customers', '4.49% APR', '72 mos', '\$2,999 due at signing', and 'Offer valid from [redacted] through [redacted]'. A 'Request a Quote' button is also visible.

Metrics	Data Element Block
aa-link content_section="offers_nav" Example link_text="all offers"	<ol style="list-style-type: none">1. All Global Blocks2. Page Block3. Link Block4. List Item Block5. Offer List Block

Pages – Local Specials – Offers Filter

The screenshot shows a Toyota Local Specials page for offers. At the top, there are filters for Vehicles and Years, followed by tabs for Offer Detail and All Offers. A dropdown menu titled "Offer Types" is open, listing the following options:

- Lease (1)
- APR (6)
- Cash (2)
- Certified Used (1)
- Special (1)

Below the dropdown, there are several car listings for the 2023 Highlander, each showing an APR of 4.49%, 72 months, and a due at signing amount of \$2,999.

Metrics	Data Element Block
<p>aa-link content_section="offers filter" content_subsection="offer types" Example link_text="lease" list_item_index="1" link_button_action="select" or "deselect"</p>	<ol style="list-style-type: none">1. All Global Blocks2. Page Block3. Link Block4. List Item Block5. Offer List Block



Toyota

RCTM-2207

Pages – Local Specials – Offer Detail

The screenshot shows a Toyota Local Specials – Offer Detail page. At the top, there are navigation links for Vehicles, Shopping Tools, Local Specials, and a search bar. Below the header, there are dropdown menus for Vehicles and Years, and buttons for Offer Detail and All Offers. The main content area features a large image of a red 2023 Highlander SUV with the text "Starting MSRP: \$40,220". Below the image, the car model is displayed in large letters. To the left, there's a sidebar with a thumbnail of the car and the text "3 Highlander". The main content area also includes a color palette, a "Request a Quote" button, and links for "Find a Dealer", "View Dealer Inventory", and "Contact a Dealer". A blue arrow points from the text "aa-link" in the metrics table to the color palette.

Metrics	Data Element Block
aa-link content_section="offer overview" content_subsection="colorizer" Example link_text="white"	1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block 5. Offer Block 6. Offer List Block 7. Vehicle Block

Pages – Local Specials – Offer Detail

Vehicles Vehicles Years

Offer Detail All Offers Offer Types 92656

Starting MSRP* \$40,220

Highlander

Highlander d Tier 1+ Credit Customers

72 mos \$2,999 due at signing

4.49% APR 72 mos \$2,999 due at signing

APR 2023 Highlander Tier 1 and Tier 1+ Credit Customers

4.49% 72 mos \$2,999 due at signing

APR 2023 Highlander Tier 1 and Tier 1+ Credit Customers

4.49% 72 mos \$2,999 due at signing

Find a Dealer View Dealer Inventory Contact a Dealer

3.49% APR for 60 months available for well qualified Tier 1 or Tier 1+ credit customers who finance through Toyota Financial Services (TFS).

Qualified buyers can finance a new 2022 Highlander Hybrid at

Metrics	Data Element Block
aa-pageload,km-offers-detail content_section="offer overview" offer_list_layout="grid" list_item_index="1" Example series_brand="toyota" series_code="highlander"	1. All Global Blocks 2. Page Block 3. Offer Block 4. Offer List Block 5. List Item Block 6. Vehicle Block
aa-link content_section="offer overview" content_subsection: "offers next step" Example link_text "left_arrow" OR "right_arrow"	1. LinkBlock 2. List Item Block 3. Page Block 4. Offer Block 5. Offer List Block 6. Vehicle Block
aa-link content_section="offer overview" content_subsection="offers next step" Example link_text="request a quote"	1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block 5. Vehicle Block 6. Offer Block 7. Offer List Block
aa-link content_section="offer overview" content_subsection: "offer next step" Example link_text="find a dealer"	1. All Global Blocks 2. Page Block 3. Link Block 4. List Item Block 5. Offer Block 6. Offer List Block 7. Vehicle Block

Offer Details Page without Offers

Pages – Local Specials – No Offers



Vehicles ▾ Offer Types ▾



aa-pageload,km-offers-detail

Offer Details All Offers

Vehicles ▾

Shopping Tools ▾

Local Specials



92656

Starting MSRP* \$40,220

Sienna

2022 Sienna LE shown in Ruby Flare Pearl

Lease your Highlander for as low as \$708 /month

Finance your Highlander for as low as \$708 /month

Contact a Dealer

Please contact a dealer to learn about offers in your area or view estimates.

Estimate Details > Request a Quote View Inventory Estimate Payment

Metrics

aa-pageload,km-offers-detail,km-qualified-action
content_section="offer overview"

Data Element Block

1. All Global Blocks
2. Page Block
3. List Item Block
4. Vehicle Block

aa-link

content_section="offer overview"
content_subsection="colorizer"
Example
link_text="2022 sienna le shown in ruby flare pearl"
list_item_index="1"

1. All Global Blocks
2. Page Block
3. Link Block
4. List Item Block
5. Vehicle Block

content_section="offer overview"

Example
link_text="contact a dealer"

1. All Global Blocks
2. Page Block
3. Link Block
4. Vehicle Block

aa-link

content_section="offer overview"
link_text="estimate details"
list_item_index="1"

1. All Global Blocks
2. Page Block
3. Link Block
4. List Item Block
5. Vehicle Block

content_section="offer overview"

content_subsection="offers next step"
Example
link_text="request a quote"
list_item_index="1"

1. All Global Blocks
2. Page Block
3. Link Block
4. List Item Block
5. Vehicle Block

Ensighten – End