All product Data layer:

Create a Name and render same name in head tag

Like: {% render 'trackingbygtm-product-datalayer.liquid' %}

```liquid
{% comment %} Product view data layer v1.0 Tracking by GTM {% endcomment %}

{% assign template_name = template.name %}

<script type="text/javascript">
window.dataLayer = window.dataLayer || [];

window.appStart = function(){
  window.productPageHandle = function(){

    var productName = "{{ product.title | remove: "'" | remove: '"' }}";
    var productId = "{{ product.id }}";
    var productPrice = "{{ product.price | money_without_currency }}";
    var productBrand = "{{ product.vendor | remove: "'" | remove: '"' }}";
    var productCollection = "{{ product.collections.first.title | remove: "'" | remove: '"' }}";
    var productType = "{{ product.type | remove: "'" | remove: '"' }}";
    var productSku = "{{ product.selected_or_first_available_variant.sku | remove: "'" | remove: '"' }}";
    var productVariantId = "{{ product.selected_variant.id | default: product.variants[0].id }}";
    var productVariantTitle = "{{ product.selected_variant.title | default: product.variants[0].title }}";

    window.dataLayer.push({
      event: "tbygtm_productDetail",
      productId: productId,
      productName: productName,
      productPrice: productPrice,
      productBrand: productBrand,
      productCategory: productCollection,
      productType: productType,
      productSku: productSku,
      productVariantId: productVariantId,
      productVariantTitle: productVariantTitle,
      currency: "{{ shop.currency }}",
    });
```

```
  };

  window.allPageHandle = function(){
    window.dataLayer.push({
      event: "trackingbygtm_info",
      contentGroup: "{{ template_name }}",
      {% if customer %}
      userType: "member",
      customer: {
        id: "{{- checkout.customer.id | json -}}",
        lastOrder: "{{- customer.last_order.created_at | date: '%B %d,
%Y %I:%M%p' -}}",
        orderCount: "{{- checkout.customer.orders_count | json -}}",
        totalSpent: "{{- checkout.customer.total_spent | times: 0.01 |
json -}}",
        tags: {{- checkout.customer.tags | json -}}
      }
      {% else %}
        userType: "visitor",
      {% endif %}
    });
  };
  allPageHandle();

  {% case template_name %}
  {% when "product" %}
    productPageHandle();
  {% endcase %}


}
appStart();
</script>
```

For Check out Script for Purchase Tracking:
setting-> checkout ->

```
{% comment %} Purchase data layer v1.0 Tracking by GTM {% endcomment %}

{% assign template_name = template.name %}

<script type="text/javascript">
```

```liquid
window.dataLayer = window.dataLayer || [];

window.appStart = function(){
  window.allPageHandle = function(){
    window.dataLayer.push({
      event: "ga4kit_info",
      contentGroup: "{{ template_name }}",
      {% if customer %}
      userType: "member",
      customer: {
        id: "{{- checkout.customer.id | json -}}",
        lastOrder: "{{- customer.last_order.created_at | date: '%B %d,
%Y %I:%M%p' -}}",
        orderCount: "{{- checkout.customer.orders_count | json -}}",
        totalSpent: "{{- checkout.customer.total_spent | times: 0.01 |
json -}}",
        tags: {{- checkout.customer.tags | json -}}
      }
      {% else %}
      userType: "visitor",
      {% endif %}
    });
  };
  allPageHandle();

{% if first_time_accessed and post_purchase_page_accessed != true %}

  var shippingPrice = "{{shipping_price | money_without_currency
}}".replace(",", ".");
  var totalPrice = "{{checkout.total_price | money_without_currency
}}".replace(",", ".");
  var taxPrice = "{{tax_price | money_without_currency }}".replace(",",
".");
  var orderItemsName = [];
  var orderItemsId = [];
  var orderItemsCategory = [];
  var orderItemsBrand = [];
  var orderItemsType = [];
  var orderItemsPrice = [];
  var orderItemsSku = [];
  var orderItemsvariantId = [];
  var orderItemsQuantity = [];
  var orderItemsvariantTitle = [];
  var totalQuantity = 0;

  {% for line_item in checkout.line_items %}
```

```liquid
      orderItemsName.push("{{ line_item.product.title | remove: "'" |
remove: '"'}}");
      orderItemsId.push("{{ line_item.product_id }}");
      orderItemsPrice.push("{{ line_item.price | times: 0.01 }}");
      orderItemsSku.push("{{ line_item.sku | remove: "'" | remove: '"'
}}");
      orderItemsQuantity.push("{{ line_item.quantity }}");
      orderItemsvariantId.push("{{ line_item.variant_id }}");
      orderItemsvariantTitle.push("{{ line_item.variant.title }}");
      orderItemsCategory.push("{{
line_item.product.collections.last.title | remove: "'" | remove: '"'
}}");
      orderItemsBrand.push("{{ line_item.vendor | remove: "'" | remove:
'"' }}");
      orderItemsType.push("{{ line_item.product.type | remove: "'" |
remove: '"' }}");
      totalQuantity += {{ line_item.quantity }};
  {% endfor %}

  window.dataLayer.push({
      page_type: "purchase",
      event: "tbygtm_purchase",
      currency: "{{ shop.currency }}",
      totalValue: totalPrice,
      totalValueStatic: totalPrice,
      currencyRate: window.Shopify.currency.rate,
      shipping: shippingPrice,
      tax: taxPrice,
      payment_type: "{{order.transactions[0].gateway}}",
      {% if order.name %}
      transaction_id: "{{order.name | remove: "'" | remove: '"'}}",
      {% else %}
      transaction_id: "{{checkout.id | remove: "'" | remove: '"'}}",
      {% endif %}
      productName: orderItemsName,
      productId: orderItemsId,
      productBrand: orderItemsBrand,
      productCategory: orderItemsCategory,
      productVariantId: orderItemsvariantId,
      productVariantTitle: orderItemsvariantTitle,
      productSku: orderItemsSku,
      productType: orderItemsSku,
      productPrice: orderItemsPrice,
      productQuantity: orderItemsQuantity,
  });
```

```
{% endif %}

}
appStart();
</script>
```