

Google Tag Manager setup in M&P

This document describes the to be made **Google Tag Manager** implementation within the **Museums & Parcs application**

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Triggers that are not included in the index are currently not applicable to our shop. E.g. **view_cart** is not applicable in our shop as our cart is always visible.

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1. Pageview

Activated upon: This event is fired on every page load.

```
1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
4 window.dataLayer.push({
5   event: "pageview",
6   ecommerce: null,
7   pagePath: "/nl/tickets"
8 });
9 </script>
```

2. View_item_list

Activated upon: This event is fired when the user is loading the tickets, products or merchandise overview page, in the payload only the items visible on the page will be shown.

```
1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
4 window.dataLayer.push({
5   event: "view_item_list",
6   ecommerce: {
7     language: "en",
8     currency: "EUR",
9     transaction_id: "H,mxwF60ZSNCQ1RXicVC878n-pn9umFYWvvt-
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofowSEf1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwbGJCmKp19NrgBUupQ0KX,,8RSK5n1Tt2Q0WAbbe6aAFft-,B
yDE0Kms061wpU4-wkpDItZLDHF1S1ZQQCsVk2hrp2X03xbTwmnPR44IIiRotVcAh1,q4Hgkm4QTD9X75Ppi",
10    value: 0,
11    coupon: "",
12    discount: 0,
13    items: [
14      {
15        item_list_id: '3737',
16        item_list_name: 'Demo tickets',
17        price: 14.5,
18        affiliation: 'default',
19        item_id: '308810',
20        item_name: 'Volwassene',
21        item_category: 'tickets',
22        quantity: 0,
23        select_date: "dd-mm-yyyy",
24        select_time: "00:00:00",
25      },
26      {
27        item_list_id: '3737',
28        item_list_name: 'Demo tickets',
29        price: 5,
30        affiliation: 'default',
31        item_id: '308813',
32        item_name: 'Kind t/m 12 jaar',
33        item_category: 'tickets',
```

```

34     quantity: 0,
35     select_date: "dd-mm-yyyy",
36     select_time: "00:00:00",
37   },
38 ]
39 }
40 });
41 </script>

```

3. Add_to_cart

Activated upon: this event is fired upon adding items to the cart and clicking on the 'Next' button. the number selected is the quantity of that item. If someone goes back to the Ticket step and adds more tickets, the add to cart event will be triggered again when clicking on 'Next'.

```

1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
4 window.dataLayer.push({
5   event: "add_to_cart",
6   ecommerce: {
7     language: "NL", //language the ticketshop is viewed in / language that is selected
8     currency: "EUR",
9     transaction_id: "H,mxwF60ZSNQC1RXicVC878n-pn9umfYWvvt-
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofow5Ef1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwbGJCmKp19NrgBUupQ0KX,,8RSK5n1Tt2Q0WAbbe6aAFft-, ,B
yDE0Kms0G1wpU4-wkpDITZLDHF1SLZQQCsVkJ2hrp2X03xbTwmnPR44IIiRotVcAh1,q4Hgkm4QTD9X75Ppi",
10    value: 7.77, // ticket price without any fees (bare bone cost)
11    coupon: "SUMMER_FUN", // Any Discount code used and applied
12    discount: 2.22, // value of the discount given
13
14    items: [
15      {
16        item_id: "12345", // uuid of the ticket
17        item_name: "Stan and Friends Tee", // ticket type name
18        item_list_id: "40327", // We will always send that this is a 'group'
19        item_list_name: "Extra products", // name of category you configured 'Extra products'
20        item_category: "Merchandise",
21        affiliation: "ticketstreet_url", // Shop ID, so which shop the ticket was bought
22        price: 9.99, // the item price with fees, what the customer actually pays for the item
23        quantity: 1, // increment amount, the amount of items that was added to the cart
24        select_date: "dd-mm-yyyy", // date selected for the item
25        select_time: "00:00:00", // time selected for the item
26      }
27    ]
28  }
29 });
30 </script>

```

4. Remove_from_cart

Activated upon: This event triggers when a user decreases the number of tickets or removes a donation from their cart and confirms the change by pressing "Next."

```

1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
4 window.dataLayer.push({
5   event: "remove_from_cart",
6   ecommerce: {
7     language: "NL", //language the ticketshop is viewed in / language that is selected
8     currency: "EUR",
9     transaction_id: "H,mxwF60ZSNQC1RXicVC878n-pn9umfYWvvt-
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofow5Ef1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwbGJCmKp19NrgBUupQ0KX,,8RSK5n1Tt2Q0WAbbe6aAFft-, ,B
yDE0Kms0G1wpU4-wkpDITZLDHF1SLZQQCsVkJ2hrp2X03xbTwmnPR44IIiRotVcAh1,q4Hgkm4QTD9X75Ppi",
10    value: 7.77, // ticket price without any fees (bare bone cost)
11    coupon: "SUMMER_FUN", // Any Discount code used and applied
12    discount: 2.22, // value of the discount given
13
14    items: [
15      {
16        item_id: "12345", // uuid of the ticket
17        item_name: "Stan and Friends Tee", // ticket type name
18        item_list_id: "40327", // We will always send that this is a 'group'
19        item_list_name: "Extra products", // name of category you configured 'Extra products'
20        item_category: "Merchandise",
21        affiliation: "ticketstreet_url", // Shop ID, so which shop the ticket was bought
22        price: 9.99, // the item price with fees, what the customer actually pays for the item
23        quantity: 1, // increment amount, the amount of items that was added to the cart
24        select_date: "dd-mm-yyyy", // date selected for the item

```

```

25     select_time: "00:00:00", // time selected for the item
26   }
27 ]
28 }
29 });
30 </script>

```

5. Select_date

Activated upon: This event is fired upon the selection of date and timeslot (optionally) and clicking on the 'Next' button. If no date is selected, this event is not fired.

```

1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
4 window.dataLayer.push({
5   event: "select_date",
6   ecommerce: {
7     language: "NL", //language the ticketshop is viewed in / language that is selected
8     currency: "EUR",
9     transaction_id: "H,mxwF60ZSNCQ1RXicVC878n-pn9umfYWvvt-
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofow5EF1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwb6JCmKp19NrgBUupQ0KX,,8RSK5n1Tt2Q0WAbbe6aAFft-, ,B
yDEOKmS0G1wpU4-wkpDItZLDHF1SLZQCsVk2hrp2X03xbTwmnPR44IIiRotVcAh1,q4Hgkm4QTD9X75Ppi",
10     value: 7.77, // ticket price without any fees (bare bone cost)
11     coupon: "SUMMER_FUN", // Any Discount code used and applied
12     discount: 2.22, // value of the discount given
13
14     items: [
15       {
16         item_id: "12345", // uuid of the ticket
17         item_name: "Stan and Friends Tee", // ticket type name
18         item_list_id: "40327", // We will always send that this is a 'group'
19         item_list_name: "Extra products", // name of category you configured 'Extra products'
20         item_category: "Merchandise",
21         affiliation: "ticketstreet_url", // Shop ID, so which shop the ticket was bought
22         price: 9.99, // the item price with fees, what the customer actually pays for the item
23         quantity: 1, // increment amount, the amount of items that was added to the cart
24         select_date: "dd-mm-yyyy", // date selected for the item
25         select_time: "00:00:00", // time selected for the item
26       }
27     ]
28   }
29 });
30 </script>

```

6. Add_shipping_info

Activated upon: This event is fired upon loading the personal details step.

```

1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
4 window.dataLayer.push({
5   event: "add_shipping_info",
6   ecommerce: {
7     language: "NL", //language the ticketshop is viewed in / language that is selected
8     currency: "EUR",
9     transaction_id: "H,mxwF60ZSNCQ1RXicVC878n-pn9umfYWvvt-
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofow5EF1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwb6JCmKp19NrgBUupQ0KX,,8RSK5n1Tt2Q0WAbbe6aAFft-, ,B
yDEOKmS0G1wpU4-wkpDItZLDHF1SLZQCsVk2hrp2X03xbTwmnPR44IIiRotVcAh1,q4Hgkm4QTD9X75Ppi",
10     value: 7.77, // ticket price without any fees (bare bone cost)
11     coupon: "SUMMER_FUN", // Any Discount code used and applied
12     discount: 2.22, // value of the discount given
13
14     items: [
15       {
16         item_id: "12345", // uuid of the ticket
17         item_name: "Stan and Friends Tee", // ticket type name
18         item_list_id: "40327", // We will always send that this is a 'group'
19         item_list_name: "Extra products", // name of category you configured 'Extra products'
20         item_category: "Merchandise",
21         affiliation: "ticketstreet_url", // Shop ID, so which shop the ticket was bought
22         price: 9.99, // the item price with fees, what the customer actually pays for the item
23         quantity: 1, // increment amount, the amount of items that was added to the cart
24         select_date: "dd-mm-yyyy", // date selected for the item
25         select_time: "00:00:00", // time selected for the item
26       }
27     ]
28   }
29 });

```

```
30 });  
31 </script>
```

7. Add_check_order

Activated upon: This event is fired upon loading the overview step. If the overview step is disabled, this event is not fired.

```
1 <script>  
2 window.dataLayer = window.dataLayer || [];  
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.  
4 window.dataLayer.push({  
5   event: "add_check_order",  
6   ecommerce: {  
7     language: "NL", //language the ticketshop is viewed in / language that is selected  
8     currency: "EUR",  
9     transaction_id: "H,mxwF60ZSNCQ1RXicVC878n-pn9umfYWvvt-  
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofow5Ef1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwbGJCmKp19NrgBUupQ0KX,,8RSk5n1Tt2Q0WAbbe6aAft-, ,B  
yDEOKmS0G1wpU4-wkpDItZLDHF1SLZQQCsVk2hxp2X03xbTwmnPR44IIiRotVcAhl,q4Hgkm4QTD9X75Ppi",  
10    value: 7.77, // ticket price without any fees (bare bone cost)  
11    coupon: "SUMMER_FUN", // Any Discount code used and applied  
12    discount: 2.22, // value of the discount given  
13  
14    items: [  
15      {  
16        item_id: "12345", // uuid of the ticket  
17        item_name: "Stan and Friends Tee", // ticket type name  
18        item_list_id: "40327", // We will always send that this is a 'group'  
19        item_list_name: "Extra products", // name of category you configured 'Extra products'  
20        item_category: "Merchandise",  
21        affiliation: "ticketstreet_url", // Shop ID, so which shop the ticket was bought  
22        price: 9.99, // the item price with fees, what the customer actually pays for the item  
23        quantity: 1, // increment amount, the amount of items that was added to the cart  
24        select_date: "dd-mm-yyyy", // date selected for the item  
25        select_time: "00:00:00", // time selected for the item  
26      }  
27    ]  
28  }  
29 }  
30 });  
31 </script>
```

8. Begin_checkout

Activated upon: This event is fired upon loading the payment step.

```
1 <script>  
2 window.dataLayer = window.dataLayer || [];  
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.  
4 window.dataLayer.push({  
5   event: "begin_checkout",  
6   ecommerce: {  
7     language: "NL", //language the ticketshop is viewed in / language that is selected  
8     currency: "EUR",  
9     transaction_id: "H,mxwF60ZSNCQ1RXicVC878n-pn9umfYWvvt-  
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofow5Ef1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwbGJCmKp19NrgBUupQ0KX,,8RSk5n1Tt2Q0WAbbe6aAft-, ,B  
yDEOKmS0G1wpU4-wkpDItZLDHF1SLZQQCsVk2hxp2X03xbTwmnPR44IIiRotVcAhl,q4Hgkm4QTD9X75Ppi",  
10    value: 7.77, // ticket price without any fees (bare bone cost)  
11    coupon: "SUMMER_FUN", // Any Discount code used and applied  
12    discount: 2.22, // value of the discount given  
13    customer_email_hash: "3dca97b94a768e225728a81fda45011b76eb11515780e5b843f41685ac63dea0", // The hashed version of the email address  
14  
15    items: [  
16      {  
17        item_id: "12345", // uuid of the ticket  
18        item_name: "Stan and Friends Tee", // ticket type name  
19        item_list_id: "40327", // We will always send that this is a 'group'  
20        item_list_name: "Extra products", // name of category you configured 'Extra products'  
21        item_category: "Merchandise",  
22        affiliation: "ticketstreet_url", // Shop ID, so which shop the ticket was bought  
23        price: 9.99, // the item price with fees, what the customer actually pays for the item  
24        quantity: 1, // increment amount, the amount of items that was added to the cart  
25        select_date: "dd-mm-yyyy", // date selected for the item  
26        select_time: "00:00:00", // time selected for the item  
27      }  
28    ]  
29  }  
30 });  
31 </script>
```

9. Add_payment_info

Activated upon: This event is fired up selecting a payment method and clicking on 'Complete'. This event will not fire for free orders.

```
1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
4 window.dataLayer.push({
5   event: "add_payment_info",
6   ecommerce: {
7     language: "NL", //language the ticketshop is viewed in / language that is selected
8     currency: "EUR",
9     transaction_id: "H,mxwF60ZSNQC1RXicVC878n-pn9umfYwvvt-
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofow5Ef1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwbGJCmKp19NrgBUupQ0KX,,8RSK5n1Tt2Q0WAbbe6aAFft-,,B
yDEOKmS0G1wpU4-wkpDItZLDHF1SLZQQCsV2hrp2X03xbTwmnPR44IIiRotVcAh1,q4Hgkm4QTD9X75Ppi",
10    value: 7.77, // ticket price without any fees (bare bone cost)
11    coupon: "SUMMER_FUN", // Any Discount code used and applied
12    discount: 2.22, // value of the discount given
13    customer_email_hash: "3dca97b94a768e225728a81fda45011b76eb11515780e5b843f41685ac63dea0", // The hashed version of the email address
14
15    items: [
16      {
17        item_id: "12345", // uuid of the ticket
18        item_name: "Stan and Friends Tee", // ticket type name
19        item_list_id: "40327", // We will always send that this is a 'group'
20        item_list_name: "Extra products", // name of category you configured 'Extra products'
21        item_category: "Merchandise",
22        affiliation: "ticketstreet_url", // Shop ID, so which shop the ticket was bought
23        price: 9.99, // the item price with fees, what the customer actually pays for the item
24        quantity: 1, // increment amount, the amount of items that was added to the cart
25        select_date: "dd-mm-yyyy", // date selected for the item
26        select_time: "00:00:00", // time selected for the item
27      }
28    ],
29    payment_type: "Credit Card", // Payment method chosen by the consumer
30    customer_email_hash: "3dca97b94a768e225728a81fda45011b76eb11515780e5b843f41685ac63dea0", // The hashed version of the customer email
31  }
32 });
33 </script>
```

10. Purchase

Activated upon: This event is fired upon returning to the order confirmation / thank you page, after successfully making the payment for the order

```
1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
4 window.dataLayer.push({
5   event: 'purchase',
6   ecommerce: {
7     language: "NL", //language the ticketshop is viewed in / language that is selected
8     currency: "EUR",
9     transaction_id: "H,mxwF60ZSNQC1RXicVC878n-pn9umfYwvvt-
dVKu7vUv5gywpgZF6m3,MK5BZdpCTofow5Ef1TC6ebdM0g81uDpmFgvJzTe70NRBXL0vQ07NYMMxHTAJc0TuJwwbGJCmKp19NrgBUupQ0KX,,8RSK5n1Tt2Q0WAbbe6aAFft-,,B
yDEOKmS0G1wpU4-wkpDItZLDHF1SLZQQCsV2hrp2X03xbTwmnPR44IIiRotVcAh1,q4Hgkm4QTD9X75Ppi",
10    value: 7.77, // the total order price without any fees (bare bone cost)
11    coupon: "SUMMER_FUN", // Any Discount code used and applied
12    discount: 2.22, // value of the discount given
13    customer_email_hash: "3dca97b94a768e225728a81fda45011b76eb11515780e5b843f41685ac63dea0", // The hashed version of the email address
14
15    items: [
16      {
17        item_id: "12345", // uuid of the ticket
18        item_name: "Stan and Friends Tee", // ticket type name
19        item_list_id: "40327", // We will always send that this is a 'group'
20        item_list_name: "Extra products", // name of category you configured 'Extra products'
21        item_category: "Merchandise",
22        affiliation: "ticketstreet_url", // Shop ID, so which shop the ticket was bought
23        price: 9.99, // the item price with fees, what the customer actually pays for the item
24        quantity: 1, // increment amount, the amount of items that was added to the cart
25        select_date: "dd-mm-yyyy", // date selected for the item
26        select_time: "00:00:00", // time selected for the item
27      }
28    ],
29    order_number: 12345678, // The Unique order number
30    payment_type: "Credit Card", // Payment method chosen by the consumer
31    customer_email_hash: "3dca97b94a768e225728a81fda45011b76eb11515780e5b843f41685ac63dea0", // The hashed version of the customer email
32  }
33 });
34 </script>
```

