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- Referral program
- Changelog**

Module 1: Refresher. Overview of GTM

- What is GTM, tags, triggers, and variables (9:29)
- Auto-event tracking (20:59)
- Data Layer (8:50)

Module 2: Diving deeper into the Data Layer

- Data types in JavaScript (12:33)
- Reading data from the Data Layer (11:49)
- Data Layer essentials (21:31)
- Google Tag Manager Data Model (21:12)
- Recap (6:41)
- Quiz

Module 3: Accessing custom data on a page (without developer's help)

Changelog

Here is the list of updates that I did in this course (starting from 2021). If you decide to revisit this course, say, in 12 months, use this changelog to see what new was added.

2022

- February 10th, 2022:** There is now only one private Facebook group for course students. If you haven't yet, [join the main group here](#).
- January 31st, 2022:** Added [a lesson about server-side Google Ads tracking](#) (and a bonus video about how it works with consent mode)
- January 21st, 2022:** Added a student referral program where you can get rewarded. [Learn more](#)

2021

- October 21st, 2021:** New bonus lesson is added about [Facebook event deduplication](#). This is needed if you are using a hybrid setup: send events to FB CAPI via GA4 (server-side) and also you send events to FB via client-side Facebook Pixel)
- October 21st, 2021:** New lesson is added about [reusing the GA4 data layer in Universal Analytics Enhanced Ecommerce](#)
- September 22nd, 2021:** [User ID bonus lesson](#) has been added to the course. Also, some lessons now refer to the [guide about Trigger types in SGTM](#).
- August 13th, 2021:** FPID cookie now supports cross-domain tracking too. I added a note above the video [here](#).
- July 27th, 2021:** the way how to configure the GA4 config tag to send to your server-side endpoint has changed. I added quick instructions below the video [in module 8](#)
- June 29th, 2021:** GA4 renamed and changed locations of many features in the interface. [Watch/read this to stay up-to-date](#)
- May 28th, 2021:** Added 4 new lessons to modules 8 and 9. [Server-managed GA client ID](#), [Set/rewrite cookies from the server-side](#), [Manual provision of a tagging server](#)" and [Connect multiple domains to the same tagging server](#)
- April 13th, 2021:** Completely re-recorded the course (version 2.0)

Discussion

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