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- Google Tag Manager audit checklist (19:15)
- Pack of useful custom variables for web GTM
- GA4 Ecommerce specification template for a developer + GTM Recipe
- Data Layer version 1 vs 2 (6:57)
- User ID tracking with Google Analytics 4 (12:38)
- Introduction to HTTP requests and responses (11:20)
- Manual provision of a tagging server (9:21)
- Deduplicate Facebook Conversions API events (46:51)
- Connect multiple domains for the same container (5:36)
- Q&A Sessions**

Q&A Sessions

Want your question to be answered in the next Q&A session? [Click this link and submit the question](#)

December 21st, 2021



Questions answered:

- How to use GA4 ecommerce data (datalayer) with BigCommerce using data attributes
- When sending custom, generated User IDs to GA4, does the parameter have to be registered as a custom definition to work? Or can GA4 still make use of them provided they are sent as 'user_id' and not a custom definition? Reason to ask - Benefiting from the user tracking they offer but eliminating the ability to report on them may ease the privacy conversations in some organizations.
- When migrating from hardcoded GA to implementing via GTM, any advice on how to use DevTools to identify the hardcoded events, and then communicate to the developers how they need to structure the window.dataLayer.push to replace them?
- What's are the pros/cons and best practices in migrating from Universal Analytics to GA4?
- How to setup consent mode on GTM, and advanced tracking between GTM and GA4s?
- My customer has a purchase funnel and the customer account requires validation by email. After validation of the account (it may take a day), users complete a transaction. Unfortunately, all transactions originate from email in GA. We wish we could attribute the true source of transactions. Maybe it is possible to unify the two visits, the one that results in the creation of the account with the real source and the one that results in the transaction?
- GA4 ecommerce tracking. How can we implement this if our country's currency code is not supported by GA?
- When to use AMP GTM Container vs Web container?
- Difference between GTM events and GA4 events
- Do we need to send campaign parameters as custom dimensions to GA4?
- Are UTM parameters available in GA4?
- Recommendations for naming convention of GA4 parameters
- How to increase the % of accuracy in transactions in GA?

August 24th, 2021



Questions answered:

- GTM can impact the loading speed of websites, especially larger containers. What metrics can be used to measure the before and after performance of a container?
- I need to track the click-through rate & conversion rate & bounce rate of all our banners. What is a scalable solution to do that?
- I would like to hear your opinion about having several containers for a different part of a website. What do you think about creating one container in GTM for an e-commerce website and another container, for the same website, but only for the checkout part?
- Recommendations on setting up cross domain tracking for unrelated domains?
- How can we create user flow in Google data Studio? AD > Landing page > > Form > thank you page
- How to implement consent mode? P.S. it is covered in the GTM course for beginners. You can [get a discount on it here](#)
- Can I have a single tag and fire data to multiple tools/platforms at the same time (to optimize page speed)?
- How would you track Google Analytics enhanced e-commerce on Shopify without using Shopify's direct GA implementation?
- How to debug/fix double pageviews in Google Analytics?
- I am planning to implement e-commerce for GA3 and GA4? Should I have two separate datalayers for that?
- What is the difference between event parameters and user parameters in GA4?

March 27th, 2021



Questions answered:

- Our SPA does not track the source of Sales, so we know how many sessions the source gives, but there is no connection to our sales. Pure ecommerce website
- How do you setup Facebook Conversion API?
- Who is server-side GTM really for (company size-wise)? It seems very technical and complicated. Is it worth the trouble? What criteria should be fulfilled before going serverside?
- I'm setting up GA4 ecommerce setup for a client using their existing UA Ecommerce dataLayer setup. However I can't see any ecommerce details in GA4. Do you know why this could be happening?
- Do you have a preferred way to organise a GA4 account/properties/data streams? In UA, we had a view that shows only blog pages and another one for all pages. Would you create two different data streams? Would the hits be counted twice?
- I'm using UA for my GA account with my current GTM setup and my website is being transitioned to a SPA due to a CMS upgrade. Are virtual page views the best way of making sure my tags work in this new SPA environment? And how do you approach converting an entire container to this new setup?
- Question about file_download. Should I only register parameters (file_name, file_extension, link_text, link_url) as custom dimensions or should I also register file_download event name?
- What are the benefits of GTM360?
- What's best to choose and what is the best way of work when GA3 is already implemented and this has to be extended with GA4? (Considering you want to track the same events and stuff).
- On our website we have form submissions for 1. Contact, 2. Newsletter signup, 3. Event signup and 4. Webinar signup. Is there no recommended event for this? If I choose my own event name, will this count against the GA4 event limit? I would like to be able to differentiate the various form submits. How would you set this up? And if you have time, how do I explore the data in GA V4, including seeing eg. source and/or medium for those form submits?
- GA4 User Dimensions. Do we set them once in GA4 config tag? Or do we configure them in all GA4 tags?