

Page Type	Code
代码安装及使用说明请访问: xiaoq.in	
Home	'ecomm_pagetype': 'home'
Search Results	'ecomm_pagetype': 'searchresults'
Category	'ecomm_pagetype': 'category', 'ecomm_pcat': ['electronics'] // category name, separate by commas if multiple cats
Product	'ecomm_pagetype': 'product', //set the value 'ecomm_pcat': ['electronics'], // product category 'ecomm_prodid': ['123A'], // sku 'ecomm_pname': ['Nexus'], // product name
Cart	'ecomm_pagetype': 'cart', 'ecomm_prodid': ['123A', 'H456'], // id (sku) 'ecomm_pname': ['Nexus', 'Book'], // product name 'ecomm_pcat': ['electronics', 'books'], // category 'ecomm_pvalue': [599, 19.99], // individual product values 'ecomm_totalvalue': '118.99' // total cart value
Purchase	'ecomm_pagetype': 'purchase', //set the value 'ecomm_pcat': ['electronics', 'books'], // product category 'ecomm_prodid': ['123A', 'H456'], // sku 'ecomm_pname': ['Nexus', 'Router'], // product name 'ecomm_pvalue': [99, 19.99], // product value 'ecomm_totalvalue': '118.99' // total value
Other	ecomm_pagetype': 'other'

Common (On all pages)	<pre><!-- Dynamic remarketing tag should always be above dataLayer.push --> <script>// <![CDATA[var google_tag_params = { ecommerce_pagetype: 'product', //set the value ecommerce_pcat: ['electronics'], // product category ecommerce_prodid: ['123A'], // sku ecommerce_pname: ['Nexus'] // product name }; //]]></script> <script> dataLayer.push ({ 'event': 'remarketingTriggered', 'google_tag_params': window.google_tag_params }); </script> <script> dataLayer = []; </script> <script> YOUR GTM container code </script></pre>
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