

Data layer

Screenshot_2020-04-29_at_19.1 Getting started

In this article, you will find information about available variables and events used in the data layer on a Yves Rocher websites. The data layer is a JavaScript object (array) that is used to pass data from a web page to the Google Tag Manager container. The data that the website passes to the data layer can then be used to create variables, rules, and tags.

info2.svg **Remember**

The data layer contains all of the data generated by visitors and customers engaging with the Yves Rocher website.

Table of contents:

1. [Available variables in the data layer](#)
 1. [yr_gtm_a](#)
 2. [yr_gtm_a1](#)
 3. [yr_gtm_ab](#)
 4. [yr_gtm_b](#)
 5. [yr_gtm_ac](#)
 6. [yr_gtm_c](#)
 7. [yr_gtm_ad](#)
 8. [yr_gtm_d](#)
 9. [yr_gtm_e](#)
 10. [yr_gtm_f](#)
 11. [yr_gtm_fa](#)
 12. [yr_gtm_g](#)
 13. [yr_gtm_h](#)
 14. [yr_gtm_k](#)
 15. [yr_gtm_l](#)

16. [yr_gtm_m](#)
 17. [yr_gtm_n](#)
 18. [yr_gtm_u](#)
 19. [yr_gtm_aa](#)
 20. [yr_gtm_ae](#)
 21. [yr_gtm_ag](#)
 22. [yr_gtm_x](#)
 23. [yr_gtm_y](#)
 24. [yr_gtm_z](#)
 25. [ecomm_pagetype](#)
 26. [ecomm_totalvalue](#)
 27. [ecomm_prodid](#)
 28. [ecomm_prodidpl](#)
 29. [id_sekce](#)
 30. [visitorLoginState](#)
 31. [hashed_email](#)
 32. [hashed_phone_number](#)
 33. [email](#)
 34. [phone_number](#)
 35. [address_info](#)
2. [Available data layer events](#)
1. [page_view](#)
 2. [ecommerce / view_cart](#)
 3. [ecommerce / add_to_cart](#)
 4. [ecommerce / remove_from_cart](#)
 5. [ecommerce / add_shipping_info](#)
 6. [cart.change address data](#)
 7. [ecommerce / add_payment_info](#)
 8. [ecommerce / begin_checkout](#)
 9. [ecommerce / purchase](#)
 10. [ecommerce / view_item](#)
 11. [ecommerce / view_item_list](#)
 12. [website_error](#)
 1. [type: '404_error'](#)

2. [type: 'wrong_discount'](#)
 3. [type: 'missing_product_in_cart'](#)
 4. [type: 'old_offer_error'](#)
 5. [type: 'zero_search'](#)
 13. [mgm.button_share](#)
 14. [mgm.button_copy](#)
 15. [wishlist_add](#)
-

Screenshot_2020-04-29_at_19.1

Available variables in the data layer

yr_gtm_a

Shows **URL parameter** for current altshop (used also in ?yras=... URLs)

Example: default

Available on: All pages

yr_gtm_a1

Shows Offer_segment value from current altshop settings.

Example: OfferSegment

Available on: All pages

yr_gtm_ab

Shows historic offer_segment values from the last 90 days in current altshop.

Example:

yr_gtm_ab	<i>object</i>
.	<i>object</i>
.offer_segment	Old_offer
.total_visits	189
.total_orders	8

Available on: All pages

yr_gtm_b

URL parameter of a current campaign code in current altshop

Example: CC1546592845

Available on: All pages

yr_gtm_ac

History of URL parameters of the campaign codes active in user session in last 90 days in current altshop

Example:

yr_gtm_ac	<i>object</i>
.0	CC1664286880
.1	CC1661009512
.2	CC1498480417
.3	CC1658042828

Available on: All pages

yr_gtm_c

Current campaign code in current altshop

Example: 3CYLAWS11

Available on: All pages

yr_gtm_ad

URL parameters of a history of campaign codes active in user session in last 90 days

Example:

yr_gtm_ad	object
.0	3CYLAWS11
.1	3CYL8WS11
.2	3CYGCWP01
.3	3CYL7WS11

Available on: All pages

yr_gtm_d

User fingerprint (RLC) stored in long lasting cookie.

Example: b51Fx9u0VgKaVkkKz1P1nGqZZknbNYRk5

Available on: All pages

yr_gtm_e

Customer hash. Non-empty only for sessions that can be connected with some customers.

Example: 062f89de75ddf516484a

Available on: All pages

yr_gtm_f

User type. There are the following types:

- "1" - Guest user, no information about a connection with any customer account
- "2" - User who has subscribed to newsletter
- "3" - Registered customer
- "4" - Registered customer with active VIP Zone subaccount (Member Club account)

Example: 4

Available on: All pages

yr_gtm_fa

Current customer VIP zone MC title.

Example: T0

Available on: All pages

yr_gtm_g

Count of customer orders from last 360 days.

Example: 7

Available on: All pages

yr_gtm_h

Date of last customer order (YYYY-MM-DD), only orders up to 360 days are taken into account.

Example: 2022-08-04

Available on: All pages

yr_gtm_k

Value of last customer order in websites currency, only orders up to 360 days are taken into account.

Example: 1000

Available on: All pages

yr_gtm_l

Average value of customer orders from last 90 days.

Example: 750

Available on: All pages

yr_gtm_m

List of product SKUs present in customer orders from last 360 days, excluding gifts

Example:

yr_gtm_m	object
.0	97701

Available on: All pages

yr_gtm_n

List of gifts SKUs present in customer orders from last 360 days.

Example:

yr_gtm_n	object
.0	F02113
.1	F94615
.2	F67114

Available on: All pages

yr_gtm_u

Date of current visit (YYYY-MM-DD)

Example: 2022-10-25

Available on: All pages

yr_gtm_aa

Current visit status. There are the following statuses:

- 0 - standard visit (without order and abandoned cart).
- 1 - visit with an abandoned cart.
- 2 - visit with the placed order.
- Abandoned cart - another cart than current, with at least one product.

Example: 2

Available on: All pages

yr_gtm_ae

Date of previous visit (YYYY-MM-DD)

Example: 2022-10-24

Available on: All pages

yr_gtm_ag

Count of visits in last 360 days

Example: 607

Available on: All pages

yr_gtm_x

List of SKUs that the user saw during the current visit. Only SKUs seen on product pages are used.

Example:

yr_gtm_x	<i>object</i>
.0	05241
.1	74084
.2	74084

Available on: All pages

yr_gtm_y

List of tags seen by user during the current visit. Only tags used on tag pages (/tag*) are used.

Example:

yr_gtm_y	<i>object</i>
.0	Kategorie: Vlasy > Masky a octy: Masky > Cílená péče: Detox vlasů

.1	Kategorie: Vlasý
.2	Kategorie: Vánoce
.3	Kategorie: Vánoce

Available on: All pages

yr_gtm_z

Top X product SKUs in abandoned carts from last 90 days, without gifts.

Example:

_yr_gtm_z	<i>object</i>
.0	22456
.1	J0437
.2	83020

Available on: All pages

ecomm_pagetype

A type of page. Available types are:

- "home"
- "product"
- "category"
- "purchase" (orderend = order thank you page)
- "cart" (all other cart pages)
- "siteview" (visit on any site not meeting above conditions)

Example: product

Available on: All pages

ecomm_totalvalue

Total cart/order value without delivery method cost

Example: 2000

Available on: Only on pages with ecomm_pagetype = purchase/cart

ecomm_prodid

On purchase/cart pages: list of SKUs in order/cart, without gifts.

On product pages: current product SKU.

Example:

- On product page: "10399"
- On other pages: ["10399","J0346"]

Available on: Only on pages with ecomm_pagetype = purchase/cart/product

ecomm_prodidpl

On purchase/cart pages: list of SKUs in order/cart, without gifts.

On product pages: current product SKU.

On category pages: top X top-rated products found by selected filters.

Example:

- On product page: "10399"
- On other pages: ["10399","J0346"]

Available on: Only on pages with ecomm_pagetype = purchase/cart/product/category

id_sekce

On category pages: list of selected tags IDs.

On product pages: list of tags IDs from the most important feature assigned to the product (eg. Category).

Example: ["1246","1252"]

Available on: Only on pages with ecomm_pagetype = product/category

visitorLoginState

Current state of user log in state. There are currently two states:

- "0" = guest
- "1" = logged in customer

Example: 1

Available on: All pages

hashed_email

SHA256 hash of normalized user e-mail address.

Methodology: https://developers.google.com/google-ads/api/docs/conversions/enhance-conversions?hl=en#normalization_and_hashing

Example: "1b4f0e9851971998e7320785...edf7caa332359d6f1d83567014"

Available on: Only on the order thank you page (/cart/orderend, /cart/prepayment)

hashed_phone_number

SHA256 hash of normalized user mobile number.

Methodology: Google does not provide it. We normalize phone numbers to digits only and then hash them.

Example: "60303ae22b998861bce3...8a213c86c93c076dbe9f558c11c752"

Available on: Only on order thank you page (/cart/orderend, /cart/prepayment)

email

User e-mail address.

The field is generated only when unsafe user info is enabled within **System > System / Settings > Integrations > Google Tag Manager**

Example: "example@example.com"

Available on: Only on order thank you page (/cart/orderend, /cart/prepayment)

phone_number

User mobile number.

Field is generated only when unsafe user info is enabled within **System > System / Settings > Integrations > Google Tag Manager**

Example: "+48999999999"

Available on: Only on order thank you page (/cart/orderend, /cart/prepayment)

address_info

An object containing delivery address data of placed order. First and last names are hashed using SHA256.

Methodology: https://developers.google.com/google-ads/api/docs/conversions/enhance-conversions?hl=en#enhancement_adjustments

Fields "first_name" and "last_name" are generated only when unsafe user info is enabled within **System > System / Settings > Integrations > Google Tag Manager**

Example:

```
{
  "hashed_first_name": "4f0e9851971998e...e59d6f1d83567014",
  "hashed_last_name": "60303ae861bce3...8a213c86c9311c752",
  "city": "Praha",
  "postal_code": "11800"
}
OR
{
  "hashed_first_name": "4f0e9851971998e...e59d6f1d83567014",
  "hashed_last_name": "60303ae861bce3...8a213c86c9311c752",
  "first_name": "Jan",
  "last_name": "Kowalski",
  "city": "Praha",
  "postal_code": "11800"
}
```

Available on: Only on order thank you page (/cart/orderend, /cart/prepayment)

Screenshot_2020-04-29_at_19.1

Available data layer events

page_view

Event Generated automatically by Google Analytics. All events handled by GA4 have anonymized IP (it's non-configurable).

Event parameters: (GA4 generated)

altshop

Triggered on every page if "Track page loads as "altshop" event" is enabled in GA4 system settings.

Event parameters:

```
{
  name: 'alt shop name'
}
```

ecommerce / view_cart

This even is triggered on cart page (/cart).

Event parameters:

```
{
  value: gross value of products,
  currency: 'ISO currency code',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_variant: 'product attribute value / color name',
    item_brand: 'YvesRocher',
    item_category: 'Product category',
    price: final price for lpc,
    discount: 'difference between catalog_price and final price',
    currency: currency,
    quantity: quantity
  }],
  shipping_tier: 'delivery method name'
}
```

ecommerce / add_to_cart

Triggered when a user adds an item to the cart. It applies only to regular 'add to cart' buttons. The value field contains the total row value after a change (determined by SKU). Items contain only elements with item_id equal to added SKU.

Event parameters:

```
{
  value: gross value of products,
  currency: 'ISO currency code',
```

```
items: [{
  item_name: 'product name',
  item_id: 'product SKU',
  item_variant: 'product attribute value / color name',
  item_brand: 'YvesRocher',
  item_category: 'Product category',
  price: final price for lpc,
  discount: 'difference between catalog_price and final price',
  currency: currency,
  quantity: quantity
}],
shipping_tier: 'delivery method name'
}
```

ecommerce / remove_from_cart

Triggered when the user removes an item from the cart using "X" in cart table at /cart. The value field contains the total row value after a change (determined by SKU). Items contain only elements with item_id equal to added SKU.

Event parameters:

```
{
  value: gross value of products,
  currency: 'ISO currency code',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_variant: 'product attribute value / color name',
    item_brand: 'YvesRocher',
    item_category: 'Product category',
    price: final price for lpc,
    discount: 'difference between catalog_price and final price',
    currency: currency,
    quantity: quantity
  }],
  shipping_tier: 'delivery method name'
}
```

ecommerce / add_shipping_info

Triggered when user clicks on delivery method box on /cart/delivery (user changes delivery method).

Event parameters:

```
{
  shipping_tier: 'delivery method name',
}
```

```
value: gross value of products,  
currency: 'ISO currency code',  
items: [{  
  item_name: 'product name',  
  item_id: 'product SKU',  
  item_variant: 'product attribute value / color name',  
  item_brand: 'YvesRocher',  
  item_category: 'Product category',  
  price: final price for lpc,  
  discount: 'difference between catalog_price and final price',  
  currency: currency,  
  quantity: quantity  
}]  
}
```

cart.change_address_data

Triggered when the user clicks on "add new address" button on ***/cart/delivery page***.

Event parameters: No parameters.

ecommerce / add_payment_info

Triggered when user clicks on the payment method box on ***/cart/payment*** (user changes payment method).

Event parameters:

```
{  
  payment_type: 'payment method name',  
  value: gross value of products,  
  currency: 'ISO currency code',  
  items: [{  
    item_name: 'product name',  
    item_id: 'product SKU',  
    item_variant: 'product attribute value / color name',  
    item_brand: 'YvesRocher',  
    item_category: 'Product category',  
    price: final price for lpc,  
    discount: 'difference between catalog_price and final price',  
    currency: currency,  
    quantity: quantity  
  }],  
  shipping_tier: 'delivery method name'  
}
```

ecommerce / begin_checkout

Triggered when "**I confirm order**" is clicked at the last step of the checkout process. Previously the event was triggered with every click of "next step" button.

Event parameters:

```
{
  value: gross value of products,
  currency: 'ISO currency code',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_variant: 'product attribute value / color name',
    item_brand: 'YvesRocher',
    item_category: 'Product category',
    price: final price for lpc,
    discount: 'difference between catalog_price and final price',
    currency: currency,
    quantity: quantity
  }],
  shipping_tier: 'delivery method name'
}
```

ecommerce / purchase

Triggered on **/cart/orderend** page. The legacy implementation also triggered this event on **/cart/prepayment** page but it does not comply with GA4 e-commerce events.

Event parameters:

```
{
  transaction_id: 'order id with prefix',
  affiliation: 'VPI',
  value: gross value with shipping,
  shipping: gross delivery + payment method cost,
  currency: 'ISO currency code',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_variant: 'product attribute value / color name',
    price: final price for lpc,
    discount: 'difference between catalog_price and final price',z
    currency: currency,
    quantity: quantity
  }],
  shipping_tier: 'delivery method name'
}
```

ecommerce / view_item

This event is triggered on a product page.

Event parameters:

```
{
  item_name: 'product name',
  discount: 'difference between catalog_price and final price',
  item_brand: 'YvesRocher',
  item_category: 'Product category',
  price: catalog price,
  value: final price for 1pc,
}
```

ecommerce / view_item_list

Triggered on product list pages i.e. Category, Search result, Featured list.

Event parameters:

```
{
  item_list_name: 'Name of list',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_brand: 'YvesRocher',
    item_category: 'Product category',
    price: final price for 1pc,
    discount: 'difference between catalog_price and final price',
    currency: currency
  }]
}
```

website_error

Triggers whenever the user encounters an error on the website. Currently, there are 5 error types:

type: '404_error'

Triggered when a user enters 404 'not found' page.

type: 'wrong_discount'

Triggered when a user had activated the discount code that does not trigger any promotion rules. It's also triggered when the user had in the cart already used personal discount code.

type: 'missing_product_in_cart'

Triggered when some products were deleted from the cart due to low stocks.

type: 'old_offer_error'

Triggered when a customer is redirected to /auth/restricted.

type: 'zero_search'

Triggered when a customer entered search results page which did not return any results

mgm.button_share

Triggered when the user clicks on "share by e-mail" below the invitation link or code in a customer account.

Event parameters:

```
{
  type: 'email'
}
```

mgm.button_copy

Triggered when user clicks on "copy" below invitation link or code in a customer account. This event triggers one of two parameters depending if the customer clicked copy below link or a code:

```
{
  type: 'invitation_link'
}
```

or

```
{
  type: 'invitation_code'
}
```

wishlist_add

Triggered when the user clicks on the wishlist button (small heart icon) which adds a product to the user's wishlist.

Event parameters:

```
{
  item_name: 'product name',
  item_id: 'product SKU',
  item_brand: 'YvesRocher',
  item_category: 'Product category',
  price: final price for 1pc,
}
```

```
discount: 'difference between catalog_price and final price',  
currency: currency  
}
```

Revision #2

Created 27 November 2024 21:06:15 by Tau Ceti

Updated 27 November 2024 21:24:39 by Tau Ceti