

## → L'ORÉAL - ENHANCED ECOMMERCE VARIABLES AND VALUES (SUITE)

Category – важно!

Products		
name*	Product name or routine name	Midnight Recovery Concentrate
id*	Product SKU	92837493847
price	Product Price (price excluding tax)	88.99
brand	Product Brand	lancome
<b>category</b>	<b>productCategory/productSubcategory</b>	<b>fragrance/women</b>
variant	Refers to the collection that the product is under	blue herbal
quantity	The quantity of a product	2
coupon	The coupon code associated with a product	TRESORS2020
dimension35	refers to the product size	30ml
dimension36	refers to the product shade	beige
dimension37	refers to the product fragrance	lavender
dimension38	refers to the number of stars on a product review	5
dimension39	refers to the stock availability	In stock
dimension40	refers to the replenishment possibility (per month)	3

# → L'ORÉAL - ENHANCED ECOMMERCE - POSSIBLE CATEGORIE'S VALUES

Возможные значения!  
Других быть не может!

Possible values

**Category**

productCategory	"fragrance" "hair" "hygiene" "make-up" "oral-cosmetics-sundries" "skin-care" "others"
productSubcategory	fragrance: "women" , "men"  hair: "care" , "color" , "texture" , "styling"  hygiene: "bath" , "deodorants" , "shaving"  make-up: "eye" , "face" , "lip" , "nail"  oral-cosmetics-sundries: "cosmetic-devices" , "oral-cosmetics" , "sundries"  skin-care: "face-caring" , "body-caring" , "face-cleansing" , "instrumental-cosmetics" , "men" , "sun"

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PRODUCT IMPRESSION



```
<script>  
// Product impressions are sent by pushing an impressions object  
// containing one or more impressionFieldObjects.  
dataLayer.push({  
  'event': 'uaevent',  
  'eventCategory': 'Ecommerce',  
  'eventAction': 'Product Impressions',  
  'ecommerce': {  
    'currencyCode': 'EUR', // Local currency is optional.  
    'impressions': [  
      {  
        'name': 'midnigh-recovery-concentrate', // Name or ID is required  
        'id': '12345',  
        'price': '15.25',  
        'brand': 'LAN',  
        'category': 'fragrance/women',  
        'variant': 'blue herbal',  
        'list': 'Search Results',  
        'position': 1  
      },  
      {  
        'name': 'midnigh-recovery-concentrate',  
        'id': '67890',  
        'price': '33.75',  
        'brand': 'LAN',  
        'category': 'Apparel',  
        'variant': 'blue herbal',  
        'list': 'Search Results'  
      }  
    ]  
  }  
});  
</script>
```

Важно передавать  
события!

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PRODUCT CLICKS



```
<script>
/**
 * Call this function when a user clicks on a product link. This function uses the event
 * callback datalayer variable to handle navigation after the ecommerce data has been sent
 * to Google Analytics.
 * @param {Object} productObj An object representing a product.
 */
function(productObj) {
  dataLayer.push({
    'event': 'productClick',
    'eventCategory': 'Ecommerce',
    'eventAction': 'Product Click',
    ecommerce: {
      'click': {
        'actionField': {'list': 'Search Results'}, // Optional list property.
        'products': [{
          'name': 'midnight-recovery-concentrate', // Name or ID is required
          'id': '12345',
          'price': '15.25',
          'brand': 'LAN',
          'category': 'fragrance/women',
          'variant': 'blue herbal',
          'list': 'Search Results',
          'position': 1
        }]
      }
    },
    'eventCallback': function() {
      document.location = productObj.url
    }
  });
}
</script>
```

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## ➔ L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PRODUCT DETAILS IMPRESSIONS



```
<script>  
  // Measure a view of product details. This example assumes the detail view occurs on pageload,  
  // and also tracks a standard pageview of the details page.  
  dataLayer.push({  
    'event': 'uaevent',  
    'eventCategory': 'Ecommerce',  
    'eventAction': 'Product Detail',  
    ecommerce: {  
      'detail': {  
        'actionField': {'list': 'Wheel Gallery'}, // Optional list property  
        'products': [{  
          'name': 'midnight-recovery-concentrate', // Name or ID is required.  
          'id': '12345',  
          'price': '15.25',  
          'brand': 'LAN',  
          'category': 'fragrance/women',  
          'variant': 'blue herbal  
        }  
      }  
    }  
  });  
</script>
```

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## → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – ADD TO CART



// Measure adding a product to a shopping cart by using an 'add' actionFieldObject  
// and a list of productFieldObjects.

```
dataLayer.push({  
  'event': 'addToCart',  
  'eventCategory': 'Ecommerce',  
  'eventAction': 'Add to Cart',  
  'ecommerce': {  
    'currencyCode': 'EUR',  
    'add': {  
      // 'add' actionFieldObject measures.  
      // adding a product to a shopping cart.  
      'products': [{  
        'name': 'midnight-recovery-concentrate',  
        'id': '12345',  
        'price': '15.25',  
        'brand': 'LAN',  
        'category': 'fragrance/women',  
        'variant': 'blue-herbal',  
        'quantity': 1  
      }]  
    }  
  }  
})
```

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# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – REMOVE FROM CART



```
// Measure the removal of a product from a shopping cart.
dataLayer.push({
  'event': 'removeFromCart',
  'eventCategory': 'Ecommerce',
  'eventAction': 'Remove from Cart',
  'ecommerce': {
    'remove': { // 'remove' actionFieldObject measures.
      'products': [{ // removing a product to a shopping cart.
        'name': 'midnight-recovery-concentrate',
        'id': '12345',
        'price': '15.25',
        'brand': 'LAN',
        'category': 'fragrance/women',
        'variant': 'blue-herbal',
        'quantity': 1
      }
    ]
  }
});
```

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# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PROMOTION IMPRESSIONS

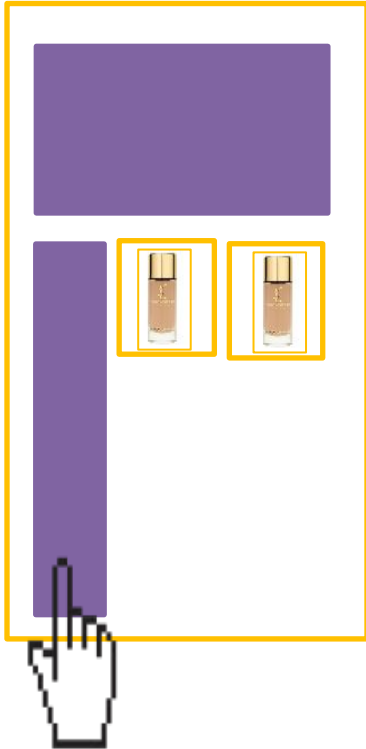


```
<script>  
// An example of measuring promotion views. This example assumes that  
// information about the promotions displayed is available when the page loads.  
dataLayer.push({  
  'event': 'uaevent',  
  'eventCategory': 'Ecommerce',  
  'eventAction': 'Promotion Impressions',  
  'ecommerce': {  
    'promoView': {  
      'promotions': [ // Array of promoFieldObjects.  
        {  
          'id': 'JUNE_PROMO13', // ID or Name is required.  
          'name': 'June Sale',  
          'creative': 'banner1',  
          'position': 'slot1'  
        },  
        {  
          'id': 'FREE_SHIP13',  
          'name': 'Free Shipping Promo',  
          'creative': 'skyscraper1',  
          'position': 'slot2'  
        }  
      ]  
    }  
  }  
});  
</script>
```

Важно передавать  
события!



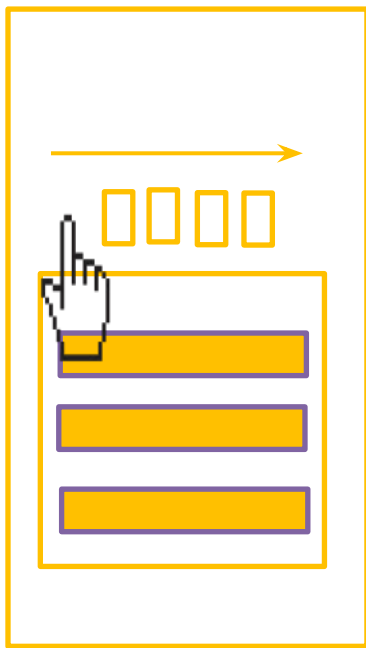
# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PROMOTION CLICKS



```
<script>
/**
 * Call this function when a user clicks on a promotion. This function uses the eventCallback
 * datalayer variable to handle navigation after the ecommerce data is sent to Google Analytics.
 *
 * @param {Object} promoObj An object representing an internal site promotion.
 */
function onPromoClick(promoObj) {
  dataLayer.push({
    'event': 'promotionClick',
    'eventCategory': 'Ecommerce',
    'eventAction': 'Promotion Click',
    'ecommerce': {
      'promoClick': {
        'promotions': [
          {
            'id': promoObj.id,           // Name or ID is required.
            'name': promoObj.name,
            'creative': promoObj.creative,
            'position': promoObj.pos
          }
        ]
      }
    },
    'eventCallback': function() {
      document.location = promoObj.destinationUrl;
    }
  });
}
</script>
```

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# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – CHECKOUT STEPS



Change the step number for each step in the checkout process

```
<script>
/**
 * A function to handle a click on a checkout button. This function uses the eventCallback
 * data layer variable to handle navigation after the ecommerce data has been sent to Google Analytics.
 */
function onCheckout() {
  dataLayer.push({
    'event': 'checkout',
    'eventCategory': 'Ecommerce',
    'eventAction': 'Checkout',
    'ecommerce': {
      'checkout': {
        'actionField': {'step': 1, 'option': 'Visa'},
        'products': [{
          'name': 'midnight-recovery',
          'id': '12345',
          'price': '15.25',
          'brand': 'LAN',
          'category': 'fragrance/women',
          'variant': 'blue-herbal',
          'dimension35': '30ml'
          'quantity': 1
        }]
      }
    }
  });
  'eventCallback': function() {
    document.location = 'checkout.html';
  }
};
}
</script>
```

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# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – TRANSACTION

If `dataLayer.push` is send after the GTM snippet.

Purchases  
[www.mysite.com/buy/confirmation](http://www.mysite.com/buy/confirmation)

Thank you

```
<script>
// Send transaction data with a pageview if available
// when the page loads. Otherwise, use an event when the transaction
// data becomes available.
dataLayer.push({
  'event': 'uaevent',
  'eventCategory': 'Ecommerce',
  'eventAction': 'Purchase',
  ecommerce: {
    'purchase': {
      'actionField': {
        'id': 'T12345', // Transaction ID. Required for purchases and refunds.
        'affiliation': 'Online Store',
        'revenue': '35.43', // Total transaction value (incl. tax and shipping)
        'tax': '4.90',
        'shipping': '5.99',
        'coupon': 'SUMMER_SALE'
      },
      'products': [{ // List of productFieldObjects.
        'name': 'free-wheels', // Name or ID is required.
        'id': '12345',
        'price': '15.25',
        'brand': 'LAN',
        'category': 'fragrance/women',
        'variant': 'blue-herbal',
        'quantity': 1
      },
      {
        'name': 'genius wheels',
        'id': '67890',
        'price': '33.75',
        'brand': 'LAN',
        'category': 'fragrance/women',
        'variant': 'blue-herbal',
        'quantity': 1
      }
    ]
  }
});
</script>
```

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