

GA4 -View Item

The screenshot shows the Google Tag Manager interface for a tag named "GA4-View Item". The tag is a Google Analytics: GA4 Event and has successfully fired. The "Send Ecommerce data" is set to false. The eventSettingsTable contains the following JSON data:

```
{parameter: "value", parameterValue: 55}, {parameter: "currency", parameterValue: "USD"}, {parameter: "items", parameterValue: {item_id: 1034, item_name: "Shadow Warrior Hoodie", item_brand: "", price: 55, item_category: "Apparel", item_variant: "3xl", google_business_vertical: "retail", id: "1034"}}
```

The Event Name is "view_item" and the Measurement ID is "G-XG98G4LDV".

The screenshot shows the Google Analytics interface with a debug device active. The "view_item" event is highlighted in red. The event details show the following parameters:

Parameter	User properties	Items
ga_session_id	1	
ga_session_number	1	
ignore_referrer	1	
page_location	1	
page_referrer	1	
page_title	1	
value	1	55

The "TOP EVENTS" section shows 13 total events, and the "USER PROPERTIES ACTIVE NOW" section is empty.

GA4 -Add to cart

Tag Details

Properties

Name	Value
Type	Google Analytics: GA4 Event
Firing Status	Succeeded
Send Commerce data	false
eventSettingsTable	<pre>[{ parameter: "value", parameterValue: 55, parameter: "currency", parameterValue: "USD", parameter: "items", parameterValue: [{ item_id: 1034, item_name: "Shadow Warrior Hoodie", item_brand: "", price: 55, item_category: "Apparel", item_variant: "3xl", google_business_vertical: "retail", id: "1034", quantity: "1" }] }]</pre>
Event Name	"add_to_cart"
Measurement ID	"G-XG98G4LDV"

Analytics

Grapplers Haven GA4 Prop...

ADMIN USER

Property: Grapplers Haven GA4 Property By GTM...

Debug Device: 0

Event Funnel:

- 11:15:37 PM: view_cart
- 11:15:36 PM: add_to_cart (highlighted)
- 11:15:35 PM: user_engagemen (highlighted)
- 11:15:34 PM: add_to_cart (highlighted)
- 11:15:33 PM: form_submit
- 11:15:26 PM: scroll
- 11:15:24 PM: view_item
- 11:15:21 PM: form_start

Parameters:

- currency: USD (highlighted)

User properties:

- Items (highlighted)

TOP EVENTS LAST 30 MINS: 13 TOTAL

- user_engagement: 4
- add_to_cart: 1
- begin_checkout: 1
- first_visit: 1
- form_start: 1
- form_submit: 1
- scroll: 1

GA4 -begin_checkout

Not Connected
grapplershaven.com

GA4 -begin_checkout **Fired**

name	value
Type	Google Analytics: GA4 Event
Firing Status	Succeeded
Send Ecommerce data	false
eventSettingsTable	<pre>[{parameter: "value", parameterValue: 134.98000000000002}, {parameter: "currency", parameterValue: "USD"}, { parameter: "items", parameterValue: [{ item_id: 823, item_name: "BJJ Instructional Video Master the Guard: Sweep + Submissions, and Strategies with Gabriel Gonzaga", item_brand: "", price: 39.99, item_category: "Training Programs", quantity: 2, google_business_vertical: "retail", id: "823" }, { item_id: 1034, item_name: "Shadow Warrior Hoodie", item_brand: "", price: 55, item_category: "Apparel", item_variant: "3xl", quantity: 1, google_business_vertical: "retail", id: "1034" }] }, {parameter: "coupon"}]</pre>
Event Name	"begin_checkout"

Analytics | All accounts > Grapplers Haven | Grapplers Haven GA4 Prop... | Try searching "how to create funnel"

ADMIN | USER

Property: Grapplers Haven GA4 Property by GTM...

Debug Device: 0

Timeline:

- 11:17 PM: 0
- 11:16 PM: 0
- 11:15 PM: 13
- 11:14 PM: 0
- 11:13 PM: 0
- 11:12 PM: 0
- 11:11 PM: 0
- 11:10 PM: 0

Event Details:

- 11:16:00 PM: 9s: **begin_checkout** (highlighted)
- 11:15:51 PM: 9s: **begin_checkout** (highlighted)
 - Item: Shadow Warrior Hoodie (1034) - 7
 - Item Id: 1034
 - quantity: 1
 - Item Name: Shadow Warrior Hoodie
 - Item Brand:
 - Item Category: Apparel
 - Item Variant: 3xl
 - price: 55000000
 - Item: BJJ Instructional Video | Master the... - 6
- 11:15:50 PM: 2s: **begin_checkout** (highlighted)
- 11:15:48 PM: 2s: user_engagen
- 11:15:47 PM: 9s: user_engagen
- 11:15:38 PM: 9s: view_cart
- 11:15:37 PM: 7s: user_engagen
- 11:15:36 PM: 7s: user_engagen
- 11:15:35 PM: 7s: user_engagen
- 11:15:34 PM: 7s: user_engagen

TOP EVENTS (LAST 30 MINS): 13 TOTAL

Event	Count
user_engagement	4
add_to_cart	1
begin_checkout	1
first_visit	1
form_start	1
form_submit	1
scroll	1

USER PROPERTIES ACTIVE NOW

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GA4 Purchase

The screenshot shows the GA4 DebugView interface for a purchase event. The event name is "purchase" and it has a firing status of "Succeeded". The JSON payload is as follows:

```
Send Ecommerce data false
[
  {
    parameter: "value", parameterValue: 0,
    parameter: "currency", parameterValue: "USD",
    parameter: "items",
    parameterValue: [
      {
        item_id: 823,
        item_name: "B3J Instructional Video | Master the Guard: Sweep" +
          ", Submissions, and Strategies with Gabriel Gonzaga",
        item_brand: "",
        price: "",
        item_category: "Training Programs",
        quantity: 1,
        google_business_vertical: "retail",
        id: "823"
      }
    ]
  },
  {
    parameter: "transaction_id", parameterValue: "1218",
    parameter: "shipping", parameterValue: 0,
    parameter: "tax", parameterValue: 0,
    parameter: "affiliation", parameterValue: "",
    parameter: "coupon", parameterValue: "dvd"
  }
]
Event Name "purchase"
Measurement ID "G-X698864LDV"
```

The screenshot shows the GA4 Admin console interface. The left sidebar contains navigation options for ADMIN and USER. The main area displays a user's event history with a timeline of events. A detailed view of a purchase event is shown, including parameters, user properties, and items. The items list includes a product with the following details:

Item ID	Item Name	Quantity	Price
823	B3J Instructional Video Master the Guard: Sweep, Submissions, and Strategies with Gabriel Gonzaga	1	

The event also includes user engagement data and a transaction ID of 1218. The bottom of the screen shows the footer with copyright information: © 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback.

Search by name or ID

Grappers Haven Pixel by GTM
ID: 965724161157156

Grappers Haven Pixel by GTM

Overview Test events Diagnostics History Settings

Event Name	Event Type	Status	Browser	Integration	Time
PageView	Custom event	Processed	Browser	Partner integration	Today at 11:15:37 PM
Add to cart	Custom event	Processed	Browser	Partner integration	Today at 11:15:32 PM
View content	Custom event	Processed	Browser	Partner integration	Today at 11:15:25 PM
PageView	Custom event	Processed	Browser	Partner integration	Today at 11:15:25 PM
PageView	Custom event	Processed	Browser	Partner integration	Today at 11:15:25 PM
PageView	Custom event	Processed	Browser	Partner integration	Today at 11:15:25 PM

URL: https://grappershaven.com/product/shadow-warrior-hoodie/

Parameters: (6)

- value: 55
- currency: USD
- content_ids: 1034
- content_type: product
- event_name: ViewContent
- content_name: Shadow Warrior Hoodie

Action Source: website

Advanced matching parameters: IP address, User agent

Give feedback

FB Pixel -AddToCart

Connected grappershaven.com

Google tags found

Summary

- 43 add_to_cart
- 42 gtm4wp.addProductTo...
- 41 Click
- 40 Scroll Depth
- 39 Window Loaded
- 38 Scrolls
- 37 Scrolls
- 36 Scrolls
- 35 Scroll Depth
- 34 view_item
- 33 gtm4wp.changeDetailV...
- 32 DOM Ready
- 31 Container Loaded
- 30 Container Loaded

43 add_to_cart > FB Pixel -AddToCart ✔ Fired

Display Variables as Names Values

Tag Details

Properties

Name	Value
Type	Facebook Pixel
Firing Status	Succeeded
Disable History Event Tracking	false
Facebook Pixel ID(s)	"965724161157156"
objectPropertyList	[<ul style="list-style-type: none"> {name: "event_name", value: "AddToCart"}, {name: "content_type", value: "product"}, {name: "content_name", value: "Shadow Warrior Hoodie"}, {name: "content_ids", value: [1034]}, {name: "value", value: 55}, {name: "currency", value: "USD"}]
standardEventName	"AddToCart"

Show More

Firing Triggers

- ✔ Event- Add to cart

Filters

- ✔ add_to_cart equals add_to_cart

Blocking Triggers

business.facebook.com/events_manager2/list/dataset/965724161...

Data sources

Grapplers Haven Pixel by GTM
ID: 965724161157156

Overview | **Test events** | Diagnostics | History | Settings

value: 134.98000000000002
currency: USD
content_ids: [1034,823]
More

Action Source: website
Advanced matching parameters: IP address, User agent

Event Name	Status	Browser	Partner Integration	Time
PageView	Processed	Browser	Partner integration	Today at 11:15:37 PM
Add to cart	Processed	Browser	Partner integration	Today at 11:15:32 PM
View content	Processed	Browser	Partner integration	

URL: https://grapplershaven.com/product/shadow-warrior-hoodie/
Parameters: (6)
value: 55
currency: USD
content_ids: 1034
content_type: product
event_name: AddToCart
content_name: Shadow Warrior Hoodie
Less

Action Source: website
Advanced matching parameters: IP address, User agent

FB Pixel -InitiateCheckout

Connected: grapplershaven.com

Google tags found

Summary

- 65 begin_checkout
- 64 Container Loaded
- 63 gtm4wp.checkoutStepE...
- 62 Container Loaded
- 61 Initialization
- 60 Consent Initialization
- 59 Link Click
- 58 Click
- 57 Scroll Depth
- 56 Window Loaded
- 55 DOM Ready
- 54 Container Loaded
- 53 view_cart

65 begin_checkout - **FB Pixel -InitiateCheckout** ✔ Fired

name	value
Type	Facebook Pixel
Firing Status	Succeeded
Disable History Event Tracking	false
Facebook Pixel ID(s)	"965724161157156"
objectPropertyList	<pre>{ (name: "event_name", value: "InitiateCheckout"), (name: "content_type", value: "product"), (name: "content_name", value: ["Shadow Warrior Hoodie", "BJJ Instructional Video Master the Guard: Sweeps, Submission" + "s, and Strategies with Gabriel Gonzaga"]), (name: "content_ids", value: [1034, 823]), (name: "value", value: 134.98000000000002), (name: "currency", value: "USD") }</pre>
standardEventName	"InitiateCheckout"

Firing Triggers

- ✔ Event - Checkout

Filters

- ✔ begin_checkout equals begin_checkout

Blocking Triggers

Data sources William McCarthy (19252825777...)

Grapplers Haven Pixel by GTM Create

Overview **Test events** Diagnostics History Settings

Receiving activity
grapplershaven.com | TEST13798 5 options selected Clear activity

Events Received	Received From	Setup Method	Event ID	Time Received
PageView Custom event Processed	Browser	Partner Integration		Today at 11:15:50 PM
Initiate checkout Processed URL: https://grapplershaven.com/checkout/ Parameters: (6) value: 134.98000000000002 currency: USD content_ids: [1034,823] content_type: product event_name: InitiateCheckout content_name: [Shadow Warrior Hoodie";BJJ Instructional Video Master the Guard: Sweeps, Submissions, and Strategies with Gabriel Gonzaga] Less Action Source: website Advanced matching parameters: IP address, User agent	Browser	Partner Integration		Today at 11:15:50 PM
PageView Custom event Processed	Browser	Partner Integration		Today at 11:15:57 PM
Add to cart Processed	Browser	Partner Integration		

URL: https://grapplershaven.com/product/shadow-warrior-hoodie/

FB Pixel -Purchase

Connected **grapplershaven.com**

Google tags found GT-...

Summary **Event:**

- Checkout - Grapplers ...
- 140Timer
- 139Scroll Depth
- 138Window Loaded
- 137DOM Ready
- 136Container Loaded
- 135purchase**
- 134Container Loaded
- 133gtm4wp.orderComplete...
- 132Container Loaded
- 131Initialization
- 130Consent Initialization
- 129Timer

Tags F...
FB...
FA...
GA...
Go...
FB...
FA...

135 purchase >
FB Pixel -Purchase Find

name	value
Type	Facebook Pixel
Firing Status	Succeeded
Disable History Event Tracking	false
Facebook Pixel ID(s)	"965724161157156"
objectPropertyList	<pre>[{ name: "event_name", value: "Purchase", { name: "content_type", value: "product", name: "content_name", value: ["BJJ Instructional Video Master the Guard: Sweeps, Submission" + "s, and Strategies with Gabriel Gonzaga"] }, { name: "content_ids", value: [823]}, { name: "value", value: 0}, { name: "currency", value: "USD"}, { name: "order_id", value: "1218"}]</pre>
standardEventName	"Purchase"
Disable Automatic Configuration	false
Enhanced Ecommerce dataLayer Integration	false
Limited Data Use (LDU)	false
Event Name	"standard"
Load Properties From Variable	false
Consent Granted (GDPR)	true
Enable Advanced Matching	false

Google Ads Conversion-Add to cart- Tracking

Google Tag Manager interface showing the details of a Google Ads Conversion Tracking tag. The tag is titled "Google Ads Conversion-Add to cart- Tracking" and is in a "Fired" state. The "Properties" table is highlighted with a red box.

Name	Value
Type	Google Ads Conversion Tracking
Firing Status	Succeeded
Provide new customer data	false
Enable Conversion Linking	true
Provide product-level sales data	false
Include user-provided data from your website	false
Conversion Value	55
Cookie Prefix	"_gcl"
Provide shipping data	false
Conversion ID	"11351591598"
Currency Code	"USD"
Conversion Label	"BwbrCLnfx0YYEK6V7qQq"
Enable Restricted Data Processing	false

Google Ads Conversion-Begin Checkout Tracking

Google Tag Manager interface showing the details of a Google Ads Conversion Tracking tag. The tag is titled "Google Ads Conversion-Begin Checkout Tracking" and is in a "Fired" state. The "Properties" table is highlighted with a red box.

Name	Value
Type	Google Ads Conversion Tracking
Firing Status	Succeeded
Provide new customer data	false
Enable Conversion Linking	true
Provide product-level sales data	false
Include user-provided data from your website	false
Conversion Value	134.98000000000002
Cookie Prefix	"_gcl"
Provide shipping data	false
Conversion ID	"11351591598"
Currency Code	"USD"
Conversion Label	"LIG3CLzfx0YYEK6V7qQq"
Enable Restricted Data Processing	false

Google Ads Remarketing-View Item

The screenshot displays the Google Tag Manager interface for a tag named "Google Ads Remarketing-View Item". The tag is in a "Fired" state. The "Properties" section contains the following data:

Name	Value
Type	Google Ads Remarketing
Firing Status	Succeeded
Event Items	[[{"id": "1034", "google_business_vertical": "retail"}]]
Enable Conversion Linking	true
Event Value	55
Send dynamic remarketing event data	true
Event Name	"view_item"
Cookie Prefix	"_gcl"
Conversion ID	"11351591598"
Custom Parameters	"NONE"
Enable Restricted Data Processing	false

The "Firing Triggers" section shows a single trigger: "Event -view item".

Google Ads Remarketing-Add to cart

The screenshot displays the Google Tag Manager interface for a tag named "Google Ads Remarketing-Add to cart". The tag is in a "Fired" state. The "Properties" section contains the following data:

Name	Value
Type	Google Ads Remarketing
Firing Status	Succeeded
Event Items	[[{"id": "1034", "google_business_vertical": "retail"}]]
Enable Conversion Linking	true
Event Value	55
Send dynamic remarketing event data	true

The "Firing Triggers" section shows a trigger: "Event- Add to cart" with a filter: "add_to_cart equals add_to_cart".

The "Blocking Triggers" section shows: "No blocking triggers".

Google Ads Remarketing-Purchase

Connected
grapplershaven.com

Google tags found

Summary

Event: p

158Timer

157Timer

156Timer

155Timer

154Timer

153Timer

152Timer

151Timer

150Timer

149Timer

148Timer

147Timer

135 purchase >
Google Ads Remarketing-Purchase ✔ Fired

Display Variables as Names Values

Tag Details

Properties

Name	Value
Type	Google Ads Remarketing
Firing Status	Succeeded
Event Items	[[id: "823", google_business_vertical: "retail"]]
Enable Conversion Linking	true
Event Value	"0"
Send dynamic remarketing event data	true
Event Name	"purchase"
Cookie Prefix	"_gcl"
Conversion ID	"11351591598"
Custom Parameters	"NONE"
Enable Restricted Data Processing	false

Firing Triggers

✔ Event-Purchase

Google Ads Conversion-Purchase- Tracking

Connected
grapplershaven.com

Google tags found

Summary

Event: p

160Timer

159Timer

158Timer

157Timer

156Timer

155Timer

154Timer

153Timer

152Timer

151Timer

150Timer

149Timer

148Timer

135 purchase >
Google Ads Conversion-Purchase- Tracking ✔ Fired

Display Variables as Names Values

Tag Details

Properties

Name	Value
Type	Google Ads Conversion Tracking
Firing Status	Succeeded
Provide new customer data	false
Enable Conversion Linking	true
Transaction ID	"1218"
Provide product-level sales data	false
Conversion Value	0
Include user-provided data from your website	false
Cookie Prefix	"_gcl"
Provide shipping data	false
Conversion ID	"11351591598"
Currency Code	"USD"
Conversion Label	"avG6CLbt6d0YEEK8V7qQq"
Enable Restricted Data Processing	false

All tags fired

grapplershaven.com

Google tags found

GT-MBGG32R | GTM-K8PFDBQV | GTM-PKRPSMN | G-XG988G4LDV | G-M68K4MNBLX

Summary

Checkout - Grapplers ...

Tags Fired

- GA4 -begin_checkout
- FB Pixel -Page View
- FB Pixel -AddToCart
- FB Pixel -ViewContent
- Google Analytics GA4 Configuration
- FB Pixel -InitiateCheckout
- GA4 -View Item
- Google Ads Remarketing-Add to cart
- Google Ads Remarketing-View Item
- FB Pixel -Purchase
- GA4 -Add to cart
- Google Ads Conversion-Begin Checkout Tracking
- Google Ads Remarketing-Purchase
- GA4 -Purchase
- Google Ads Conversion-Purchase- Tracking
- Google Ads Conversion-Add to cart- Tracking
- Conversion Linker
- GA4 -View cart
- GA4 -Remove from cart

Tags Not Fired
None

All tags in GTM

Name	Type	Firing Triggers	Last Edited
Conversion Linker	Conversion Linker	All Pages	a day ago
FB Pixel -AddToCart	Facebook Pixel	Event - Add to cart	12 hours ago
FB Pixel -InitiateCheckout	Facebook Pixel	Event - Checkout	12 hours ago
FB Pixel -Page View	Facebook Pixel	All Pages	12 hours ago
FB Pixel -Purchase	Facebook Pixel	Event -Purchase	12 hours ago
FB Pixel -ViewContent	Facebook Pixel	Event -view Item	12 hours ago
GA4 -Add to cart	Google Analytics: GA4 Event	Event - Add to cart	10 hours ago
GA4 -begin_checkout	Google Analytics: GA4 Event	Event - Checkout	10 hours ago
GA4 -Purchase	Google Analytics: GA4 Event	Event -Purchase	10 hours ago
GA4 -Remove from cart	Google Analytics: GA4 Event	remove_from_cart	10 hours ago
GA4 -View cart	Google Analytics: GA4 Event	view_cart	10 hours ago
GA4 -View Item	Google Analytics: GA4 Event	Event -view Item	10 hours ago
Google Ads Conversion-Add to cart- Tracking	Google Ads Conversion Tracking	Event - Add to cart	4 hours ago
Google Ads Conversion-Begin Checkout Tracking	Google Ads Conversion Tracking	Event - Checkout	4 hours ago
Google Ads Conversion-Purchase- Tracking	Google Ads Conversion Tracking	Event -Purchase	4 hours ago
Google Ads Remarketing-Add to cart	Google Ads Remarketing	Event - Add to cart	a day ago
Google Ads Remarketing-Purchase	Google Ads Remarketing	Event -Purchase	a day ago
Google Ads Remarketing-View Item	Google Ads Remarketing	Event -view Item	a day ago
Google Analytics GA4 Configuration	Google Tag	All Pages	10 hours ago

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