

CURRENT WORKSPACE
Default Workspace >

- Overview
- Tags
- Triggers
- Variables
- Folders
- Templates

<input type="checkbox"/> Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/> cHTML - LS	Custom HTML	cHTML - Is	10 minutes ago
<input type="checkbox"/> Conversion Linker	Conversion Linker	All Pages	an hour ago
<input type="checkbox"/> Google Ads Conversion Tracking - Application Click	Google Ads Conversion Tracking	Application Click	an hour ago
<input type="checkbox"/> Google Ads Conversion Tracking - Interview Click	Google Ads Conversion Tracking	Interview Click	an hour ago
<input type="checkbox"/> Google Ads Conversion Tracking - New Resident Click	Google Ads Conversion Tracking	New Resident Intake Click	an hour ago
<input type="checkbox"/> Google Ads Conversion Tracking - Satisfaction Survey Click	Google Ads Conversion Tracking	Satisfaction Survey Click	an hour ago
<input type="checkbox"/> Google Ads Conversion Tracking - Submit Lead Form	Google Ads Conversion Tracking	cEvent - Contact Form_submit	an hour ago
<input type="checkbox"/> Google Ads Conversion Tracking - Vocational Rehab Click	Google Ads Conversion Tracking	Vocational Rehab Click	an hour ago
<input type="checkbox"/> Google Analytics GA4 Event - Application Click	Google Analytics: GA4 Event	Application Click	an hour ago
<input type="checkbox"/> Google Analytics GA4 Event - generate lead	Google Analytics: GA4 Event	cEvent - Contact Form_submit	an hour ago
<input type="checkbox"/> Google Analytics GA4 Event - Interview Click	Google Analytics: GA4 Event	Interview Click	an hour ago
<input type="checkbox"/> Google Analytics GA4 Event - New Resident Intake Click	Google Analytics: GA4 Event	New Resident Intake Click	an hour ago
<input type="checkbox"/> Google Analytics GA4 Event - Satisfaction Survey Click	Google Analytics: GA4 Event	Satisfaction Survey Click	an hour ago
<input type="checkbox"/> Google Analytics GA4 Event - Vocational Rehab Click	Google Analytics: GA4 Event	Vocational Rehab Click	an hour ago
<input type="checkbox"/> Google Tag - GA4	Google Tag	Initialization - All Pages	an hour ago
<input type="checkbox"/> Google Tag - Google Ads	Google Tag	Initialization - All Pages	an hour ago

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Triggers

Select Trigger Type [New]

<input type="checkbox"/> Name ↑	Event Type	Filter	Tags	Last Edited
<input type="checkbox"/> Application Click	All Elements	Click ID equals 1341538377	2	27 minutes ago
<input type="checkbox"/> cEvent - Contact Form_submit	Custom Event		2	17 minutes ago
<input type="checkbox"/> Interview Click	All Elements	Click ID equals 1227693224	2	28 minutes ago
<input type="checkbox"/> New Resident Intake Click	All Elements	Click ID equals 1187998545	2	27 minutes ago
<input type="checkbox"/> Satisfaction Survey Click	All Elements	Click ID equals 1446190540	2	25 minutes ago
<input type="checkbox"/> Vocational Rehab Click	All Elements	Click ID equals 1402940554	2	26 minutes ago

CURRENT WORKSPACE

Default Workspace >

Built-In Variables [Show](#)

Configure

User-Defined Variables

Select Variable Type

New

<input type="checkbox"/> Name ↑	Type	Last Edited
<input type="checkbox"/> cJS - Email	Custom JavaScript	38 minutes ago
<input type="checkbox"/> cJS - Phone	Custom JavaScript	15 minutes ago
<input type="checkbox"/> Conversion ID	Constant	an hour ago
<input type="checkbox"/> Hashed - Email	Custom JavaScript	6 minutes ago
<input type="checkbox"/> Hashed - Phone	Custom JavaScript	6 minutes ago
<input type="checkbox"/> Is - get - Email	Custom JavaScript	2 minutes ago
<input type="checkbox"/> Is - get - Phone number	Custom JavaScript	2 minutes ago
<input type="checkbox"/> Measurement ID	Constant	an hour ago

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3 Google tags found

GTM-W6T2N97H G-1W3SB4BTB3 AW-16469746714

Output of GTM-W6T2N97H
Pages Tagged: 4/12 pages

Summary

Search events...

- INTERVIEW
- INTERVIEW
- APPLICATION
- Employment and Indepe...
- Resident Satisfaction Q...
- INTERVIEW
- APPLICATION
- New Resident Intake
- Forms | Light House Fo...
- 54 Outbound Clicks
- 53 Link Click
- 52 Click
- 51 Outbound Clicks
- 50 Link Click
- 49 Click

Tags

Variables

Data Layer

Consent

Console (0)

Search tags...

Tags Fired

Google Tag - GA4 Google Tag - Fired 4 times	Google Analytics GA4 Event - generate lead Google Analytics: GA4 Event - Fired 2 times	Google Analytics GA4 Event - Interview Click Google Analytics: GA4 Event - Fired 1 time	Google Analytics GA4 Event - Application Click Google Analytics: GA4 Event - Fired 1 time
Google Analytics GA4 Event - New Resident Intake Click Google Analytics: GA4 Event - Fired 1 time	Google Analytics GA4 Event - Vocational Rehab Click Google Analytics: GA4 Event - Fired 1 time	Google Analytics GA4 Event - Satisfaction Survey Click Google Analytics: GA4 Event - Fired 1 time	
Conversion Linker Conversion Linker - Fired 4 times	Google Tag - Google Ads Google Tag - Fired 4 times	Google Ads Conversion Tracking - Submit Lead Form Google Ads Conversion Tracking - Fired 2 times	Google Ads Conversion Tracking - Interview Click Google Ads Conversion Tracking - Fired 1 time
Google Ads Conversion Tracking - Application Click Google Ads Conversion Tracking - Fired 1 time	Google Ads Conversion Tracking - New Resident Click Google Ads Conversion Tracking - Fired 1 time	Google Ads Conversion Tracking - Vocational Rehab Click Google Ads Conversion Tracking - Fired 1 time	
Google Ads Conversion Tracking - Satisfaction Survey Click Google Ads Conversion Tracking - Fired 1 time	cHTML - LS Custom HTML - Fired 1 time		

Tags Not Fired

None

3 Google tags found

GTM-W6T2N97H

G-1W3SB4BTB3



AW-16469746714



Summary



Search events...

Contact | Light House F...

21 form_submit

20 form_submit

19 Click

18 Click

17 form_start

16 form_start

15 Click

14 Window Loaded

13 DOM Ready

12 dPageView

11 Container Loaded

10 Initialization

9 Consent Initialization

Home | Light House Fo...

```
s" +  
"WrapperSize1#1078622436 >  
div.dmRespRow.dmDefaultListContentRow.u_19" +  
"83414956#1983414956 > div.dmRespColsWrapper#1679611476 >  
div.small-1" +  
"2.dmRespCol.large-6.medium-6#1904952117 >  
div.dmform.default.native" +  
"inputs.u_1338545295.active#1338545295 > div.dmform-  
wrapper#196754254" +  
"3 > form.dmRespDesignRow#1936839558 >  
div.dmforms.submit.dmWidget.R#10" +  
"97932905 > input#1070889474"
```

Click ID	Data Layer Variable	string	"1070889474"
Click Target	Data Layer Variable	string	""
Click Text	Auto-Event Variable	undefined	undefined
Click URL	Data Layer Variable	string	""
Conversion ID	Constant	string	"16469746714"
Event	Custom Event	string	"form_submit"
Hashed - Email	Custom JavaScript	string	"87924606b4131a8aceeeeae8868531fbb9712aaa07a5d3a756b26ce0f5d6ca674"
Hashed - Phone	Custom JavaScript	string	"884683552cdf89f17ef34279bc773bd462e90b5d8e90ab27d59dd7df5ad499ce"
Is - get - Email	Custom JavaScript	string	"test@gmail.com"
Is - get - Phone number	Custom JavaScript	string	"655573155"
Measurement ID	Constant	string	"G-1W3SB4BTB3"
Page Hostname	URL	string	"www.lighthouse.house"
Page Path	URL	string	"/contact"
Page URL	URL	string	"https://www.lighthouse.house/contact"
Referrer	HTTP Referrer	string	"https://www.lighthouse.house/?gtm_debug=1739776961763"

Conversions

- Summary
- Value rules
- Custom variables
- Settings
- Uploads

Measurement

Submit lead form Account-default goal 2 of 2 campaigns [Set up conversion tracking](#) [Add sitelinks to your account](#) [Edit goal](#)

Conversion action	Action optimisation	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> Submit Contact Form	Primary	Website	0.00	0.00	No recent conversions	

1 - 1 of 1

Outbound click Account-default goal 2 of 2 campaigns [Edit goal](#)

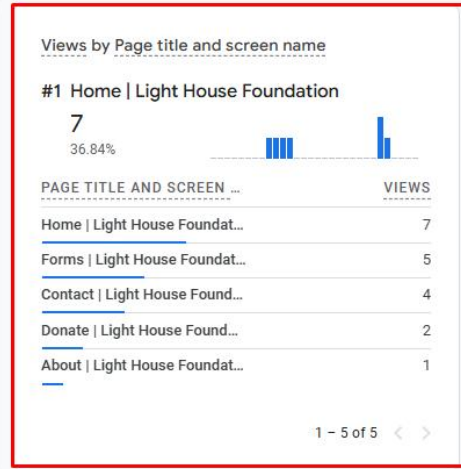
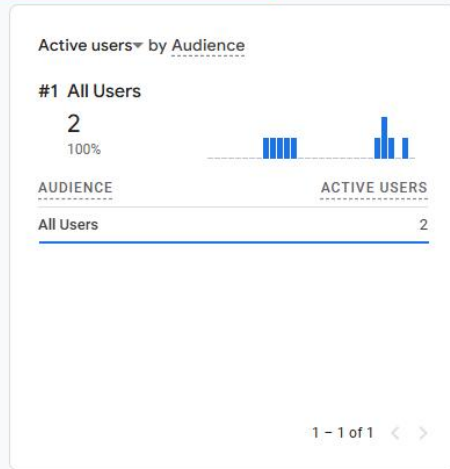
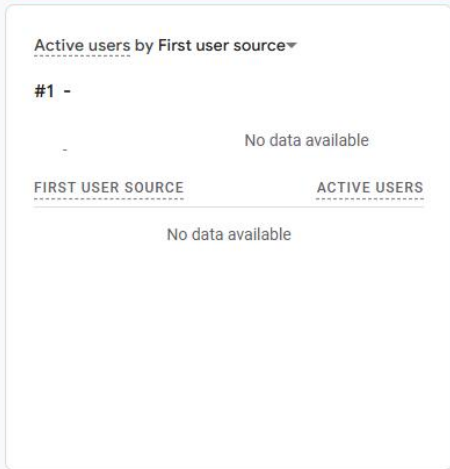
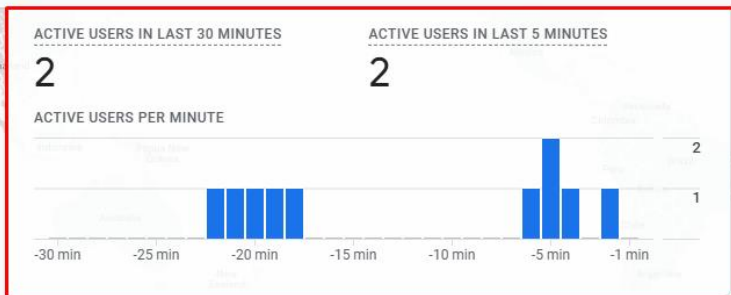
Conversion action	Action optimisation	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> Application Click	Primary	Website	0.00	0.00	No recent conversions	
<input type="checkbox"/> Interview Click	Primary	Website	0.00	0.00	No recent conversions	
<input type="checkbox"/> New Resident Intake Click	Primary	Website	0.00	0.00	No recent conversions	
<input type="checkbox"/> Satisfaction Survey Click	Primary	Website	0.00	0.00	No recent conversions	
<input type="checkbox"/> Vocational Rehab Click	Primary	Website	0.00	0.00	No recent conversions	

1 - 5 of 5

- Reports snapshot
- Realtime overview**
- Realtime pages
- Business objectives
 - Generate leads
 - Drive sales & conversions
 - Understand web and/or app t...
 - View user engagement & rete...
- User
 - User attributes
 - Tech

Realtime overview

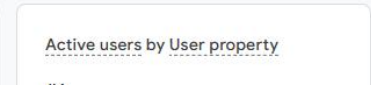
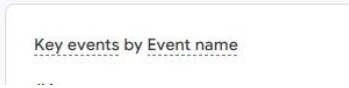
View user snapshot



Event count by Event name

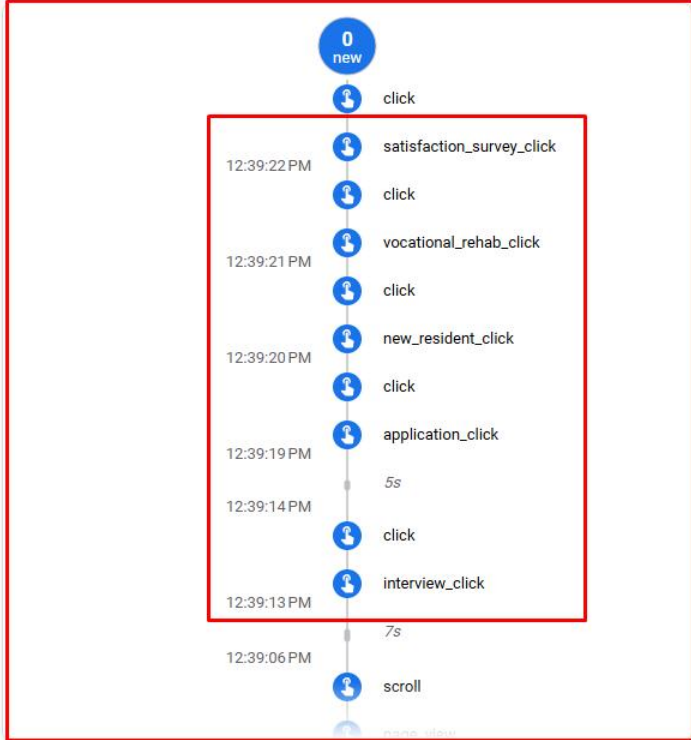
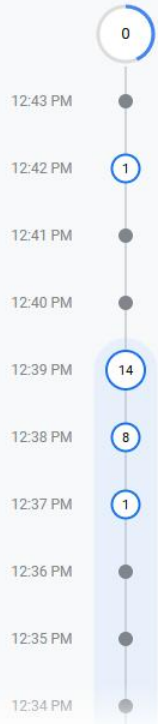
#1 page_view (22.35%)

EVENT NAME	EVENT COUNT
vocational_rehab_click	4
application_click	3
form_start	3
new_resident_click	3
satisfaction_survey_...	3
first_visit	2



- Home
- Admin
- My preferences
- Setup Assistant
- Account settings
- Account
- Property settings
- Property
- Data collection and modifica...
- Data display
 - Events
 - Key events
 - Audiences
 - Comparisons
 - Segments
 - Custom definitions
 - Channel groups
 - Attribution settings
 - Reporting identity
 - DebugView

Debug Device 0



TOP EVENTS 79 TOTAL

LAST 30 MINS 79 0 0

click	18
page_view	17
user_engagement	13
scroll	5
generate_lead	4
interview_click	4
vocational_rehab_click	4
application_click	3
form_start	3
new_resident_click	3

USER PROPERTIES ACTIVE NOW

non_personalized_ads	0
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