

Tag Details

Display Variables as Names Values

Properties

Name	Value
Type	Google Analytics: GA4 Event
Firing Status	Succeeded
Send Ecommerce data	false

Event Name "view_item"

```
[
  {name: "value", value: 5},
  {
    name: "items",
    value: [
      {
        category: "All Products",
        id: "b5d43bb8-0a96-751a-4f96-a46d3a9acb11",
        name: "test 1",
        price: 5,
        currency: "AUD",
        type: "physical"
      }
    ]
  },
  {name: "currency", value: "AUD"}
]
```

Configuration Tag "G-7KYDYCKHMS"

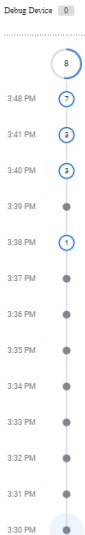
Firing Triggers

- ✓ Event -view item
- Filters
- ✓ viewContent equals viewContent



ADMIN USER

- Property [+ Create Property](#)
- jetcast-au - GA4 (9291174)
- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests
- DebugView
- Product Links
- Google Ads Links



Time	Event	Parameters	User properties	Items
3:48:42 PM	page_view			
3:48:41 PM	page_view	currency: 4\$		
3:48:37 PM	add_to_cart	debug_mode		
3:48:36 PM	add_to_cart	ga_session_id		
3:48:13 PM	view_item	ga_session_number		
3:48:12 PM	page_view	ignore_referrer		
3:48:11 PM	page_view	page_location		
3:48:10 PM	add_to_cart	page_referrer		
3:48:03 PM	page_view	page_title		
3:48:02 PM	form_start	value		
3:48:01 PM	form_start	value		
3:48:00 PM	page_view			
3:47:52 PM	page_view			
3:47:51 PM	page_view			
3:47:50 PM	scroll			

TOP EVENTS LAST 30 MINS 33 2 0 26 TOTAL

Event	Count
page_view	13
begin_checkout	2
first_visit	2
form_start	2
purchase	2
scroll	2
session_start	2
view_item	2

USER PROPERTIES ACTIVE NOW

28 addToCart > GA4-Add to cart ✔ Fired

Tag Details

Display Variables as Names Values

Properties

Name	Value
Type	Google Analytics: GA4 Event
Firing Status	Succeeded
Send Ecommerce data	false
Event Name	"add_to_cart"

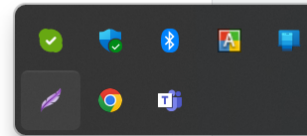
```
Event Parameters
[
  {name: "value", value: 5},
  {
    name: "items",
    value: [
      {
        category: "All Products",
        currency: "AUD",
        id: "b5d43bb8-0a96-751a-4f96-a46d3a9acb11",
        quantity: 1,
        name: "test 1",
        price: 5,
        type: "physical"
      }
    ]
  },
  {name: "currency", value: "AUD"}
]
```

Configuration Tag "G-7KYDYCKIIMS"

Firing Triggers

- ✔ Event- Add to cart
- Filters
- ✔ addToCart equals addToCart

Blocking Triggers



analytics.google.com [redacted] Try searching "how to create funnel" ADMIN USER

The screenshot shows the GA4 Debug Console interface. On the left is a navigation sidebar with options like Setup Assistant, Property Settings, Data Streams, Events, Conversions, Audiences, Custom definitions, Data Settings, Data Import, Reporting Identity, Attribution Settings, Property Change History, and Data Deletion Requests. The main area displays a vertical timeline of events from 3:48:52 PM to 3:48:00 PM. A detailed view of the 'add_to_cart' event is open, showing its parameters: 'currency' (AUD), 'items' (an array of product objects), and 'value' (5). The 'items' parameter is expanded to show a single product with details like category, currency, id, quantity, name, price, and type. On the right, there's a 'TOP EVENTS' section showing 'page_view' as the most frequent event (13 occurrences) and a 'USER PROPERTIES ACTIVE NOW' section.

Tag Details

Display Variables a

Properties

Name	Value
Type	Google Analytics: GA4 Event
Firing Status	Succeeded

Send Ecommerce data **false**

Event Name **"begin_checkout"**

Event Parameters

```
[
  {name: "value", value: 5},
  {
    name: "items",
    value: [
      {
        category: "All Products",
        id: "b5d43bb8-0a96-751a-4f96-a46d3a9acb11",
        name: "test 1",
        price: 5,
        currency: "AUD",
        quantity: 1
      }
    ]
  },
  {name: "currency", value: "AUD"}
]
```

Configuration Tag **"G-7KYDYCKMMS"**

Firing Triggers

✔ Event- Checkout

Filters

✔ checkout equals checkout

Blocking Triggers

Try searching "how to create funnel"

Property: jtcasau - GA4 (253911744)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests
- DebugView

Debug Device

Timeline showing events: purchase, page_view, begin_checkout, page_view, add_to_cart.

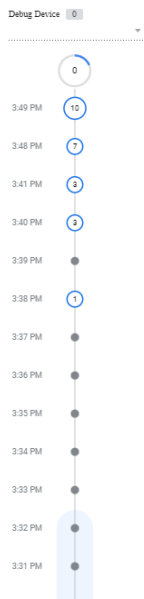
begin_checkout

Parameters	User properties	Items
test1 (b5d43bb8-0a96-751a-4f96-a...		5
test2 (8fc55d25-1b16-4ff9-6e17-7fa...		5

TOP EVENTS LAST 30 MINS

Event Name	Count
page_view	13
begin_checkout	2
first_visit	2
form_start	2
purchase	2
scroll	2
session_start	2
view_item	2
user_engagement	1

- Property + Create Property
- inccas.au - GA4 (52911744)
- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests
- DebugView
- PRODUCT LINKS
- Google Ads Links
- Ad Manager Links



begin_checkout

Time	Event	Parameters	User properties	Items
3:50:31 PM	purchase			
3:50:30 PM	page_view	currency		1
3:50:29 PM	page_view	29s	debug_mode	1
3:50:00 PM	page_view	40s	engagement_time_msec	1
3:49:20 PM	page_view		ga_session_id	1
3:49:19 PM	page_view		ga_session_number	1
3:49:18 PM	begin_checkout	ignore_referrer		1
3:49:00 PM	page_view	page_location		1
3:48:42 PM	page_view	page_referrer		1
3:48:41 PM	page_view	page_title		1
3:48:37 PM	add_to_cart	value		1
3:48:36 PM	add_to_cart	value		1
3:48:13 PM	view_item			
3:48:12 PM	page_view			

TOP EVENTS

LAST 30 MINS 32 2 0 24 TOTAL

Event	Count
page_view	13
begin_checkout	2
first_visit	2
form_start	2
purchase	2
scroll	2
session_start	2
view_item	2
user_engagement	1

USER PROPERTIES ACTIVE NOW

Property Name	Value
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GA4-Purchase ✓ Fired

Tag Details

Display Variables as Names Values

Properties

Name	Value
Type	Google Analytics: GA4 Event
Firing Status	Succeeded
Send Ecommerce data	false

Event Name

```
"purchase"
```

Event Parameters

```
{name: "items", value: [{id: "b5d43bb8-0a96-751a-4f96-a46d3a9acb11", sku: "", name: "test 1", price: 5, quantity: 1, currency: "AUD", category: "All Products"}]}, {name: "currency", value: "AUD"}, {name: "value", value: 5}, {name: "tax", value: 1.73}, {name: "shipping", value: 13.64}, {name: "transaction_id", value: 10523}, {name: "coupon", value: ""}]
```

Configuration Tag "G-7KYDYCKP5IS"

Firing Triggers

Event-Purchase

Filters



Analytics Try searching "how to create funnel"

ADMIN

Property: Create Property
jetcasa.au - GA4 (25011744)

Setup Assistant
Property Settings
Property Access Management
Data Streams
Events
Conversions
Audiences
Custom definitions
Data Settings
Data Import
Reporting Identity
Attribution Settings
Property Change History
Data Deletion Requests
DebugView

Debug Device: 0

purchase

- 3:50:31 PM purchase Parameters User properties name
- 3:50:30 PM page_view coupon
- 3:50:29 PM 29s currency
- 3:50:00 PM .00s debug_mode
- 3:49:20 PM ga_session_id
- 3:49:19 PM page_view ga_session_number
- 3:49:18 PM begin_checkout ignore_referrer
- 3:49:00 PM page_location
- 3:48:42 PM page_referrer
- 3:48:41 PM page_view page_title
- 3:48:37 PM add_to_cart shipping
- 3:48:36 PM tax
- 3:48:19 PM view_item value
- 3:48:12 PM page_view 20

TOP EVENTS
LAST 30 MINS 52 2 0
13 TOTAL

- page_view 13
- begin_checkout 2
- first_visit 2
- form_start 2
- purchase 2
- scroll 2
- session_start 2
- view_item 2
- user_engagement 1

USER PROPERTIES ACTIVE NOW

39 purchase >
Gads Conversion Tracking - Purchase Fire

Tag Details

Display Variables as Name

Properties

Name	Value
Type	Google Ads Conversion Tracking
Firing Status	Succeeded
Provide new customer data	false
Enable Conversion Linking	true
Transaction ID	10523
Provide product-level sales data	false
Conversion Value	5
Include user-provided data from your website	false
Cookie Prefix	"_gcl1"
Provide shipping data	false
Conversion ID	"428660943"
Currency Code	"AUD"
Conversion Label	"zoE5CMblMxsSDEM--xs8wB"
Enable Restricted Data Processing	false

[Show Less](#)

Firing Triggers

Connected

Google tags found

GTM-KHB9YKN | GTM-MPW4WSC | G-7KYDYCKMMS

Summary

Output of GTM-MPW4WSC

Tags

Tags Fired

- Google Ads Remarketing
- Google Analytics GA4 Configuration
- GA4-View_Item
- GA4-Purchase
- GA4-Add to cart
- Gads Conversion Tracking - Purchase
- GA4-Begin checkout
- Conversion Linker
- Gads Conversion Tracking - Add to cart
- Gads Conversion Tracking - Checkout

Tags Not Fired: None

Tag Manager

All accounts > Jetcast

Search workspace

Workspace | Versions | Admin

GTM-MPW4WSC | Workspace Changes: 48 | Preview | Submit

Add Conversion Linker - Configure a new conversion linker tag to improve ad click collection for your Google Ads and Floodlight tags. [Learn More](#)

Tags

Name	Type	Firing Triggers	Last Edited
Conversion Linker	Conversion Linker	All Pages	25 minutes ago
GA4-Add to cart	Google Analytics: GA4 Event	Event- Add to cart	25 minutes ago
GA4-Begin checkout	Google Analytics: GA4 Event	Event- Checkout	24 minutes ago
GA4-Purchase	Google Analytics: GA4 Event	Event-Purchase	4 minutes ago
GA4-View_Item	Google Analytics: GA4 Event	Event-view item	26 minutes ago
Gads Conversion Tracking - Add to cart	Google Ads Conversion Tracking	Event- Add to cart	18 minutes ago
Gads Conversion Tracking - Checkout	Google Ads Conversion Tracking	Event- Checkout	18 minutes ago
Gads Conversion Tracking - Purchase	Google Ads Conversion Tracking	Event-Purchase	27 minutes ago
Google Ads Remarketing	Google Ads Remarketing	All Pages	27 minutes ago
Google Analytics GA4 Configuration	Google Analytics: GA4 Configuration	All Pages	26 minutes ago

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31°C Partly sunny

Search

4:14 PM 6/21/2023

Tag Manager

All accounts > Jetcast

Search workspace

Workspace | Versions | Admin

GTM-MPW4WSC | Workspace Changes: 48 | Preview | Submit

Triggers

Name	Event Type	Filter	Tags	Last Edited
Event-view cart	All Elements	Page Path contains cart-page	0	41 minutes ago
Event-view item	Custom Event		1	41 minutes ago
Event- Add to cart	Custom Event		2	41 minutes ago
Event- Checkout	Custom Event		2	41 minutes ago
Event-Purchase	Custom Event	Page Path contains thank-you	2	41 minutes ago

Tag Manager

Workspaces Versions Admin

Workspaces Default Workspace

Overview Tags Triggers Variables Folders Templates

Current Workbooks

Built-in Variables

Name	Type
Click Classes	Data Layer Variable
Click Element	Data Layer Variable
Click ID	Data Layer Variable
Click Target	Data Layer Variable
Click Text	Auto-Event Variable
Click URL	Data Layer Variable
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP Referrer

User-Defined Variables

Name	Type	Last Edited
add to cart-amount	Data Layer Variable	01 minutes ago
add to cart-item id	Data Layer Variable	01 minutes ago
add to cart-item name	Data Layer Variable	01 minutes ago
add to cart-items	Data Layer Variable	01 minutes ago
add to cart-value	Data Layer Variable	01 minutes ago
checkout-amount	Data Layer Variable	01 minutes ago
checkout-item id	Custom JavaScript	01 minutes ago
checkout-item names	Custom JavaScript	01 minutes ago
checkout-items	Data Layer Variable	01 minutes ago
checkout-total value	Custom JavaScript	01 minutes ago
conversion id	Constant	01 minutes ago
currency/view item	Data Layer Variable	01 minutes ago
purchase-item id	Custom JavaScript	01 minutes ago
purchase-item names	Custom JavaScript	01 minutes ago
purchase-total value	Custom JavaScript	01 minutes ago
purchase-amount	Data Layer Variable	01 minutes ago
purchase-tax	Data Layer Variable	20 minutes ago
purchase-coupon	Data Layer Variable	01 minutes ago
purchase-currency	Data Layer Variable	01 minutes ago
purchase-items	Data Layer Variable	01 minutes ago
purchase-transactionid	Data Layer Variable	01 minutes ago
view-item-item id	Data Layer Variable	01 minutes ago
view-item-item name	Data Layer Variable	01 minutes ago
view-item-items	Data Layer Variable	01 minutes ago
view-item-value	Data Layer Variable	01 minutes ago

Google Ads | Conversions

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Summary Settings Uploads Value rules Custom variables Salesforce

Purchase Account-default goal 0 of 0 campaigns [Edit goal](#)

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
Purchase	Primary	Website	0.00	0.00	Unverified	Troubleshoot

1 - 1 of 1

Add to cart Account-default goal 0 of 0 campaigns [Edit goal](#)

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
Add to cart	Secondary	Website	0.00	0.00	Unverified	Troubleshoot

1 - 1 of 1

Begin checkout 0 of 0 campaigns [Edit goal](#)

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
Begin Checkout	Secondary	Website	0.00	0.00	Unverified	Troubleshoot

1 - 1 of 1