coggle

CHEATSHEET | Google Tag Manager - Custom Variables

MEDIO AKADEMIE

Tag Manager Custom Variables

URL

More settings - Change the source of URL.
Default is page URL
http://www.example.cz:80/path/to/file/index.html?param=query&really=true#fragment

Full URL

Default.
Entire URL (minus the fragment)

Hostname

www.example.cz

☑ Strip 'www.'
example.cz

Protocol

http, *https*

Port

Port number.
Default: *80*

Path

The path in the URL. It always starts with '/'
Without Query parameters and fragment.
/path/to/file/index.html

Default Pages

The last non-directory segment in the path will be stripped if it matches any of the default pages. For instance, if a default page is 'index.html' and the URL is 'http://a.com/x/index.html', the variable's value will be '/x/'.

Query

The URL's query string without the leading '?' and fragment
param=query&really=true

Query key

The first matching query component.
Returns its value.

Fragment

The URL's fragment without the leading '#'

Auto Event Variables

The value is determined by reading the gtm.element key from the data layer. If populated by an Auto-Event, the result will be the DOM element that triggered the event.

☑ Set Default Value

Element

DOM element that triggered the event

Element Classes

The 'class' attribute of the DOM element that triggered the event.

Element Text

The 'innerText' or the 'textContent' attribute of the DOM element that triggered the event. (white-spaces will be consolidated)

Element ID

The 'id' attribute of the DOM element that triggered the event.

Element Target

The 'target' attribute of the DOM element that triggered the event.

Element URL

The 'href' or 'action' attribute of the DOM element that triggered the event depending on the type of element.

History Change Source

States pushing from history API.
popstate, *pushState*, *replaceState* or *polling*

History New URL Fragment

The new URL fragment (#) set on a history change event.

History Old URL Fragment

The old URL fragment (#) set on the previous history change event.

History New State

The new history state set on a history change event.

History Old State

The old history state set on the previous history change event.

HTTP Referrer

Value of referrer. Same settings as URL variable.

Constant

Constant String
Example: Analytics ID:
UA-12345-6

Data Layer Variable

Name of the data layer variable to read from. The value of a data layer variable named 'var' is set to 'value' when the following code on your website is executed:
dataLayer.push({'var': 'value'});
Note: Data layer variables are per-page only, not per-session.

☑ Set Default Value

Custom JavaScript

This field should be a JavaScript function that returns a value using the 'return' statement. If the function does not explicitly return a value, it will return undefined and your container may not behave as expected. Below is an example of this field:

```
function() {
var now = new Date();
return now.getTime();
}
```

DOM Element

Text of DOM element based on ID attribute.

Attribute Name

If the attribute name is set, the variable's value will be that of the DOM element attribute; otherwise, the variable's value will be the text of the DOM element.

JavaScript Variables

Value of global scope javascript variable

1st Party Cookies

Value of 1-st party cookie.

URI-decode cookie

if enabled, the cookie value will be URI-decoded, e.g., the cookie 'xxx%3Dyyy' would become 'xxx=yyy'

Lookup Table

Works with **Find and Replace** principle.
If Input variable **matches** values in **left** column, it **returns** value in **right** column

☑ Set Default Value - Returns this value if ithere isn't a match.

Container Version

Number of version of container.
In case of using on DRAFT return *QUICK_PREVIEW*

Debug Mode

Returns *true* if the container is in Preview Mode.
Otherwise returns *false*.

Random Number

Random number ranges from 0 to 2147483647

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