SITECORE®

Discover Template for Google Tag Manager

Sitecore Discover

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Chapter 1 Introduction

This guide provides information to help you use the Reflektion tag template for Google Tag Manager (GTM).

Note:
Sitecore Discover uses the Reflektion tag template. This guide assumes you are familiar with Google Tag Manager. The Reflektion tag template is available in the Google Community Template Gallery,

Reflektion is a Sitecore company.

1.1 Reflektion Tag Template for Google Tag Manager

Sitecore provides a Google Tag Manager template that you can use to set up:

- the Discover beacon
- context such as product context for all or some widgets in a page
- the following events:
    - Add to cart
    - Order confirm
    - User login

Chapter 2 Create Reflektion tags

This section contains procedures to help you create and configure tags using the custom Reflektion tag template for Google Tag Manager:

- Create a Reflektion tag in Google Tag Manager

- Create a tag to insert Sitecore beacon script

- Create a tag to specify product context for widgets on a page

- Create a tag to push and add to cart event

- Create a tag to push an Order Confirm event

- Create a tag to push a Cart Status event

- Create a tag to push a User Login event

2.1 Create a Reflektion tag in Google Tag Manager

To create a new tag using the custom Reflektion template in Google Tag Manager:

1. In Google Tag Manager, go to your workspace and, in the left pane, click **Tags**.

2. To create a new tag, click **New**.

3. Click **Tag Configuration**, click **Choose tag type window**, scroll down to the **Custom** section, and then click **Reflektion** custom template.
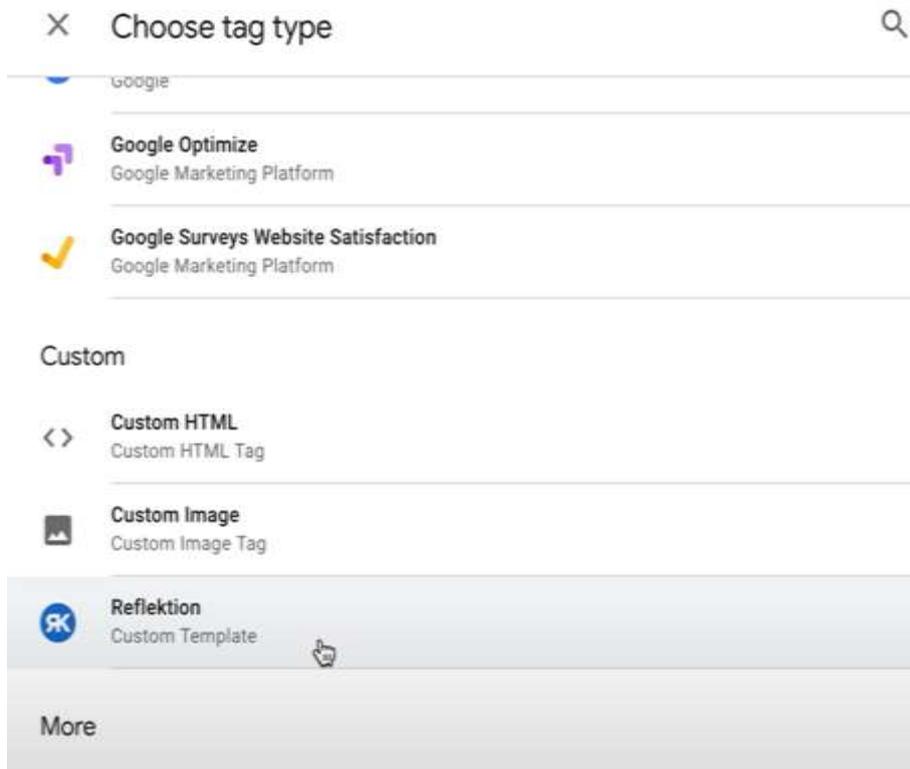
2.2 Create a tag to insert Sitecore beacon script

Google Tag Manager lets you configure a custom Reflektion tag to insert the Sitecore Discover beacon script into the head section of all pages of your website.

1. Create a tag using the Reflektion template for Google Tag Manager

2. In the **Tag Type** drop-down list, click **Beacon** and expand the section.

3. Login to the Discover Customer Engagement Console (CEC), go to **Developer Resources,** and copy the **Customer Key** value to the clipboard.

4. In Google Tag Manager, in the Tag Configuration window, paste the value in the **Customer Key** field.
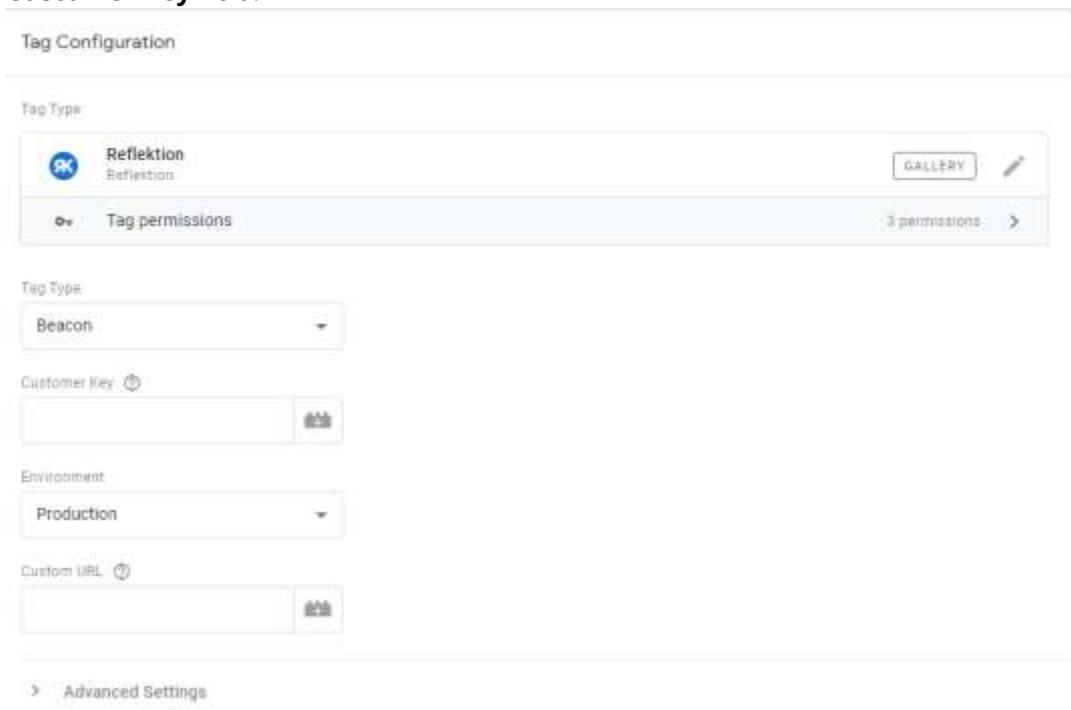
5. In the **Environment** drop-down, click the appropriate environment.

6. Click the **Triggering** section and in the **Choose a trigger** dialog, click **All Pages** to create a trigger configuration that fires on all page views.

2.3 Create a tag to specify product context for widgets on a page

To configure the custom Reflektion tag to specify product context for all or some of the Sitecore Discover widgets in a page:

1. Create a tag using the Reflektion template for Google Tag Manager

2. In the **Tag Type** drop-down list, click **Context – Product** and expand the collapsed **Context** section.

3. If you want to apply the product context to all widgets in the page, leave the **rfkids** field blank and go to the next step.

   To apply the product context to some of the widgets in the page, in the **rfkids** field, enter the widget rfkid values in comma separated format.

4. In the **SKU List** field, use an existing variable or create a new data layer variable and use it. The value of this variable must maps to **context.page.sku** in Page Context Object.

5. To map your product specific properties to Sitecore Discover properties, click the **Map product properties** checkbox (see Mapping Objects).

   Make sure that the data layer variable is populated before this tag is fired. (For more information, see the Tag Manager Developer Guide)

6. Click on the **Trigger** section, in the **Choose a trigger** dialog, select the appropriate trigger and configure the trigger based on your requirements.

   This short video provides an example configuration for a Page View trigger only for a Cart page.

2.4 Create a tag to push an Add to Cart event

You can create a tag in Google Tag Manager to push an event to Sitecore Discover when a user adds products to the cart.

To create a tag to push an add to cart event:

1. In Google Tag Manager, create a tag using the Reflektion template

2. In the **Tag Type** drop down list, click **Event - Add to Cart**. Expand the collapsed **Event** section.

3. In the **Page Name** field, enter a page name. The value of this field maps to the Event Object `name` for Add to Cart events (see Sitecore Discover Events API Guide).

4. In Tag Manager, create a data layer variable, and use it in the **Product Details** input field, or use an existing variable. The value of this variable maps to Event Object `value.products` for Add to Cart events.

5. To map your product specific properties to Sitecore Discover properties, click the **Map product properties** checkbox (see Mapping Objects).

    Make sure that the data layer variable is populated before this tag is fired. (For more information, see the Tag Manager Developer Guide)

6. Click on the **Triggering** section, in the **Choose a trigger** dialog, click the appropriate trigger, and configure the trigger for a product that is added to cart successfully.

    This short video provides an example configuration for the Add to Cart button.

2.5 Create a tag to push an Order Confirm event

You can create a tag in Google Tag Manager to push an event to Sitecore Discover when a user confirms an order.

To create a tag to push an Order Confirm event:

1. In Google Tag Manager, create a tag using the Reflektion template

2. In the **Tag Type** drop down list, click **Event – Order Confirm**. Expand the collapsed **Event** section.

3. In Tag Manager, create a data layer variable, and use it in the **Product Details** input field, or use an existing variable. The value of this variable maps to Event Object `value.products` for Order Confirm Event.

4. To map your product specific properties to Sitecore Discover properties, click the **Map product properties** checkbox (see Mapping Objects).

    Make sure that the data layer variable is populated before this tag is fired. (For more information, see the Tag Manager Developer Guide)

5. Click on the **Triggering** section, in the **Choose a trigger** dialog, click the appropriate trigger, and configure the trigger for a product that is added to cart successefully.

    This short video provides an example configuration for the Add to Cart button.

2.6 Create a tag to push a Cart Status event

You can create a tag to push an event to Sitecore Discover when a user updates products in the cart.

To create a tag to push a Cart Status event:

1. In Google Tag Manager, create a tag using the Reflektion template

2. In the **Tag Type** drop down list, click **Event – Status Cart**. Expand the collapsed **Event** section.

3. In Tag Manager, create a data layer variable, and use it in the **Product Details** input field, or use an existing variable. The value of this variable maps to Event Object `value.products` for Cart Status events.

4. To map your product specific properties to Sitecore Discover properties, click the **Map product properties** checkbox (see Mapping Objects).

   Make sure that the data layer variable is populated before this tag is fired. (For more information, see the Tag Manager Developer Guide)

5. Click on the **Triggering** section and create a new trigger. In the **Choose a trigger** dialog, click the appropriate trigger (for example, create a custom event trigger for cart_status_update), and then configure the trigger to fire upon cart_status_update events.

   This short video provides an example configuration for cart_status_update events.

2.7 Create a tag to push a User Login event

You can create a tag to push an event to Sitecore Discover when a user logins to the site.

To create a tag to push user login event:

1. Create a new Tag from Reflektion Template

2. In the **Tag Type** drop down list, click **Event – User Login**. Expand the collapsed **Event** section.

   In Tag Manager, create a data layer variable, and use it in the **Product Details** input field, or use an existing variable. The value of this variable maps to Event Object `value.products` for User Login events.

3. Map your product specific properties to Sitecore Discover properties: click the **Map product properties** checkbox (see Mapping Objects).

   Make sure that the data layer variable is populated before this tag is fired. (For more information, see the Tag Manager Developer Guide)

4. Click on the **Triggering** section and create a new trigger. In the **Choose a trigger** dialog, select trigger typ, for example **Custom Event**, and define a custom event trigger and configure it to fire upon a custom user_login event.

   This short video provides an example configuration for cart_status_update events.

Chapter 3 Mapping Objects

In Google Tag Manager, the objects mapping options allow you to map your business specific properties to Sitecore Discover properties.

Tag Manager provides different ways to map your business properties to Sitecore Discover properties (using the Reflektion template):

- Automatically map object properties with the same name
- Mapping Product, User or Checkout object properties
- Mapping a specified Data Layer Variable
- User Details property mapping

Chapter 3 Mapping Objects

## 3.1 Automatically map properties with the same name

When you use this option, your business properties and Sitecore Discover properties with the same name are mapped automatically.

This is the default behavior.

For example, let's say your product details data defines the following properties:

```
{
  "sku": "1111111111",
  "price": 329.59
}
```

Because Sitecore Discover defines properties with the same names, you can use the option to automatically map properties with the same name, as shown in the following example:
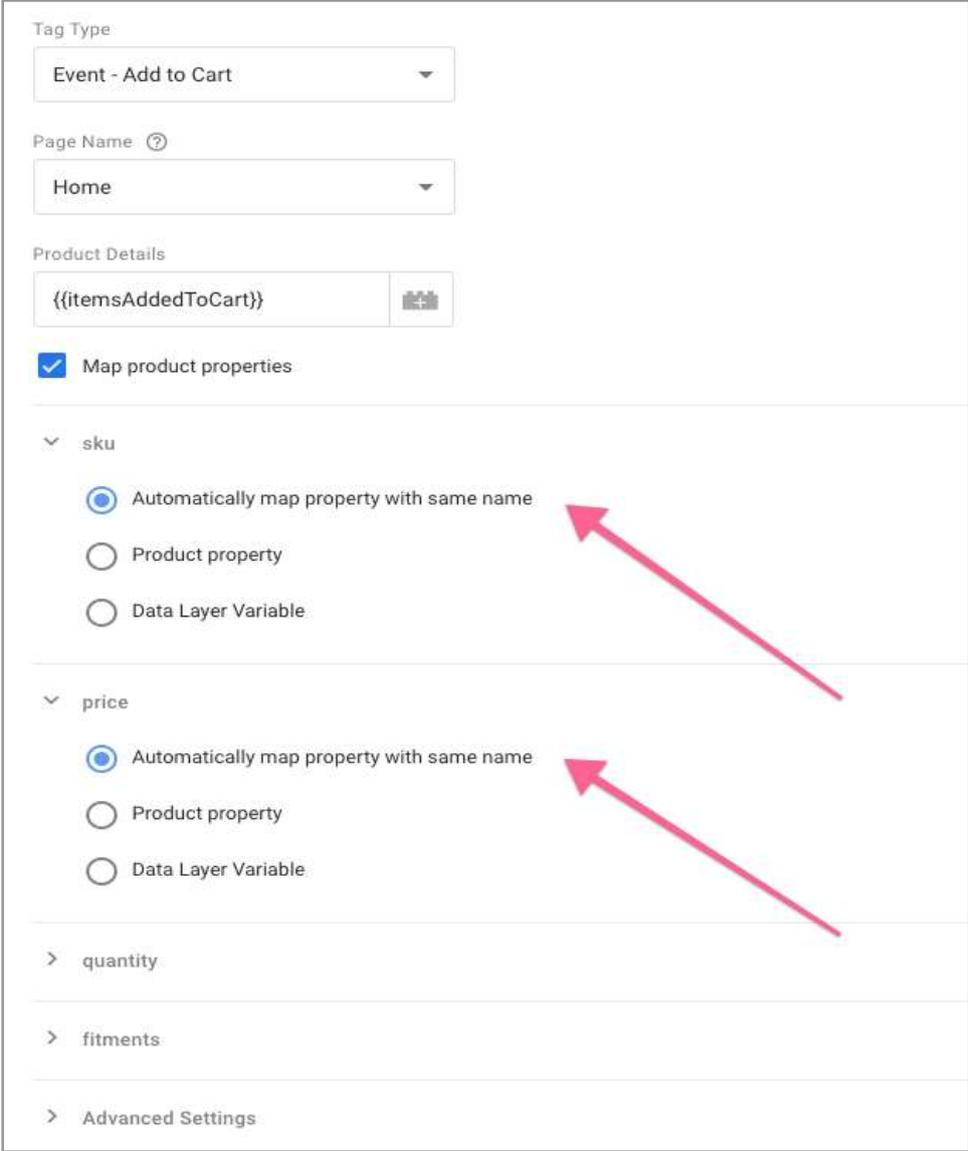
The following shows the outcome of mapping these properties with the same name, for example, in an Add to Cart event:

```
{
  "type": "a2c",
  "name": "home",
```

```
"value": {
  "products":[
    {
      "sku": "111111111",
      "price": 329.59
    }
  ]
}
}
```

## 3.2 Mapping Product, User or Checkout properties

You have the option to map your specific product, user or checkout object properties, to Sitecore Discover product, user or checkout object properties.

For example, let's say your product details data defines the following properties:

```
{
  "skuId": "1111111111",
  "price": 329.59
}
```

where "`skuID`" is a property specific to your business (not a Discover object property), but "`price`" is a property that both your business and Sitecore uses.

For properties with diffent names, like "`skuID`"You can specify the name of your custom properties to map to a Sitecore Discover property for properties that have different names. , and still and use the same name mapping option for those attributes that share the same name, as shown in the following example:
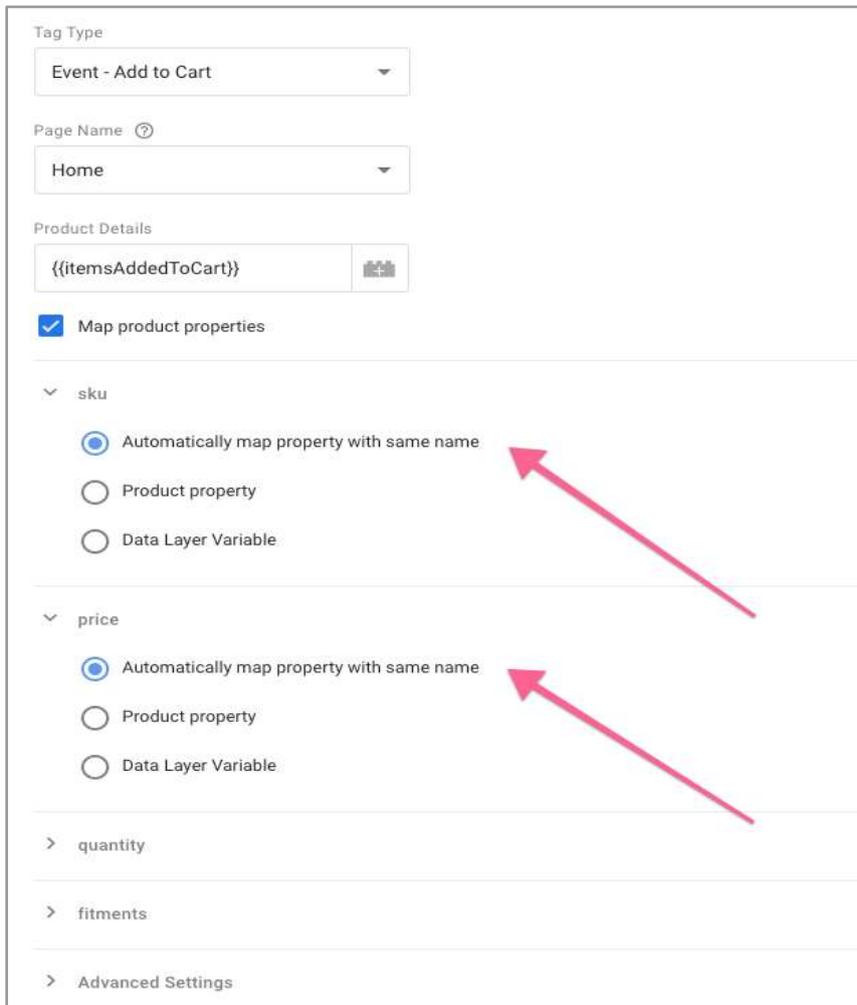
The following shows the outcome of this mapping configuration, for example, in an Add to Cart event, where the value of the specified custom property "`skuId`" applies to the Sitecore Discover property "`sku`".

```
{
```

```
"type": "a2c",
"name": "home",
"value": {
 "products":[
   {
     "sku": "111111111",
     "price": 329.59
   }
  ]
 }
}
```

3.3 Data Layer Variable

You use the data layer variable option to map a specified Data Layer Variable to a Sitecore Discover property.
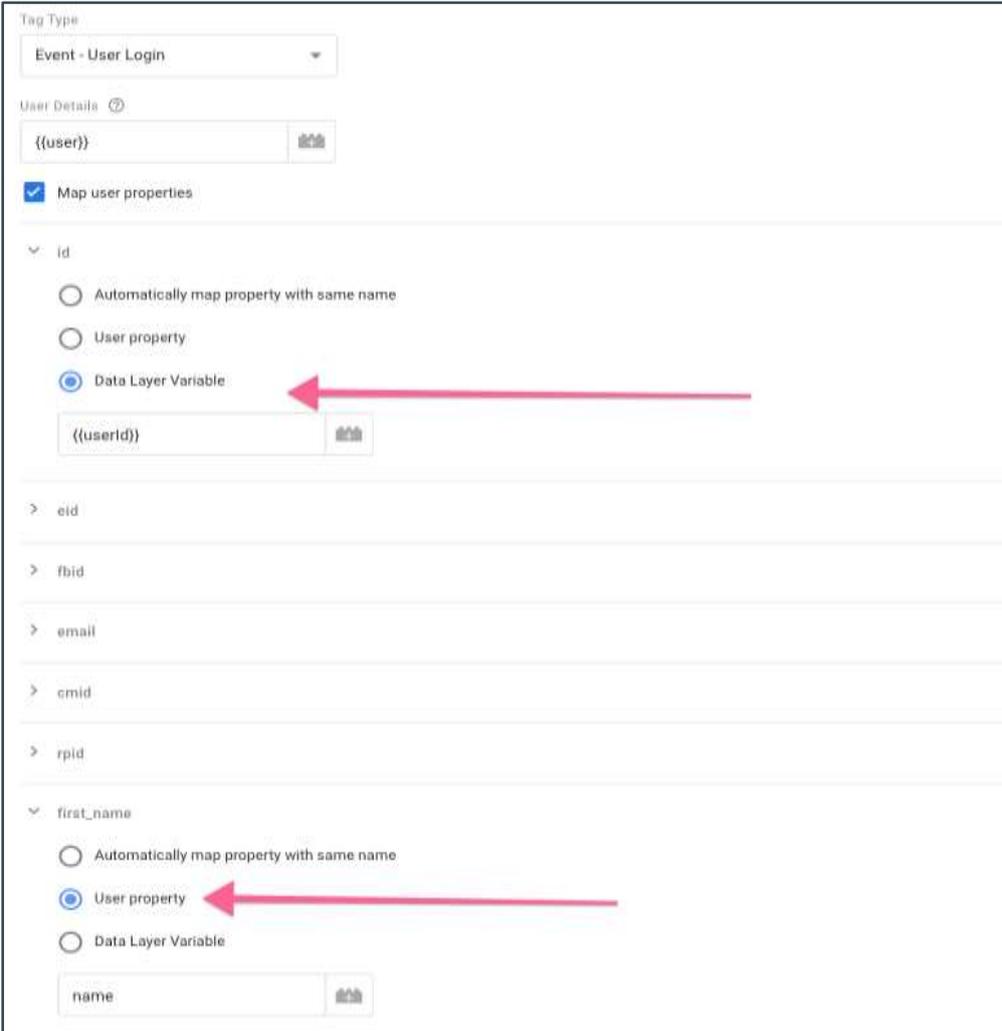
For example, let's say your user data defines the following properties:

```
{
  "name": "Name",
  "email": "name@your.company.com"
}
```

But let's say you also store the user ID in a specific Data Layer Variable as follows:

```
{
  "userId": "9999999999"
}
```

Then, the mapping configuration should look as follows:

The following shows the outcome of this mapping configuration, for example, in a User Login events:

```
{
  "type": "user",
```

```
  "name": "login",
  "value": {
    "user": {
      "id": "9999999999",
      "first_name": "Name",
      "email": "name@your.company.com"
    }
  }
}
```

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3.4 User Details property mapping

When mapping User Details object properties, additional user properties are available under **Other properties**, when you click the **New Property** button.

 These extra properties are:

- Address
- Attributes

The following shows where this configuration option is available:

You configure a mapping type for these additional properties in the same way as you do for other properties.