

Recommendations Summary

USE CASES	RECOMMENDATIONS	CRITICALITY	OWNER
GTM Container			
GTM	Use only one GTM container to track both ecommerce & non-ecommerce tags and clean up the duplicate tags	Critical	Nabler
Non – Ecommerce Tags			
Pageviews & Virtual Pageviews	Track session ID, client ID, user ID, hit timestamp, country etc., as custom dimensions across all pages	High	Nabler
Global Events	Track all the features as per the table under observations	High	Nabler
Custom Dimensions	Add custom dimensions such as, Hit Timestamp, Session ID, Client ID, and User ID for collecting data and fix the existing issues	High	Nabler
Campaign Tracking	We recommend attributing sessions from marketing campaigns that are missed/captured under (Others) to the actual marketing channel(s) through better campaign governance.	High	Nabler
Ecommerce Tags			
Data Layer	Fix multiple data layer objects firing for the same tag and related variables needs to be updated with correct values	Critical	Nabler
Product Impression	Recommended to fire in PLP pages and not on click of any product	High	Nabler
Product Click	Recommended to fire only on product click and not on link click	High	Nabler
Add to Cart	Recommended to fire for all the products when added to cart	Critical	Nabler
Remove from Cart	Recommended to fire only once with appropriate removed product details	High	Nabler
GA Configuration			
GA Property ID	Recommended to use one GA property id where we can collect both ecommerce and non-ecommerce related data and use other properties for historic data	Critical	Nabler
Key Integrations	It is recommended to integrate Google AdSense with GA, if Ad Sense is being leveraged	High	Nabler
Custom/Content Grouping	It is recommended to implement custom/content grouping on Page Category (Site Sections), as this will enable us to analyse individual groups more effectively	Medium	Nabler
View Filters	It is recommended to clean up filters where IP addresses are no longer being used	Medium	Nabler
Goals and Funnels	Edit existing goals and correct the destination URL path also add new goals as per the property	Critical	Nabler