

Data layer

/ Getting started

In this article, you will find information about available variables and events used in the data layer on a Yves Rocher websites. The data layer is a JavaScript object (array) that is used to pass data from a web page to the Google Tag Manager container. The data that the website passes to the data layer can then be used to create variables, rules, and tags.

Remember

The data layer contains all of the data generated by visitors and customers engaging with the Yves Rocher website.

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/ Available variables in the data layer

yr_gtm_a

Shows **URL parameter** for current altshop (used also in ?yras=... URLs)

Example: default

Available on: All pages

yr_gtm_a1

Shows Offer_segment value from current altshop settings.

Example: OfferSegment

Available on: All pages

yr_gtm_ab

Shows historic offer_segment values from the last 90 days in current altshop.

Example:

yr_gtm_ab	<i>object</i>
.	<i>object</i>
.offer_segment	Old_offer
.total_visits	189
.total_orders	8

Available on: All pages

yr_gtm_b

URL parameter of a current campaign code in current altshop

Example: CC1546592845

Available on: All pages

yr_gtm_ac

History of URL parameters of the campaign codes active in user session in last 90 days in current altshop

Example:

yr_gtm_ac	<i>object</i>
.0	CC1664286880
.1	CC1661009512
.2	CC1498480417
.3	CC1658042828

Available on: All pages

yr_gtm_c

Current campaign code in current altshop

Example: 3CYLAWS11

Available on: All pages

yr_gtm_ad

URL parameters of a history of campaign codes active in user session in last 90 days

Example:

yr_gtm_ad	object
.0	3CYLAWS11
.1	3CYL8WS11
.2	3CYGCWP01
.3	3CYL7WS11

Available on: All pages

yr_gtm_d

User fingerprint (RLC) stored in long lasting cookie.

Example: b51Fx9u0VgKaVkkKz1P1nGqZZknbnYRk5

Available on: All pages

yr_gtm_e

Customer hash. Non-empty only for sessions that can be connected with some customers.

Example: 062f89de75ddf516484a

Available on: All pages

yr_gtm_f

User type. There are the following types:

- "1" - Guest user, no information about a connection with any customer account
- "2" - User who has subscribed to newsletter
- "3" - Registered customer
- "4" - Registered customer with active VIP Zone subaccount (Member Club account)

Example: 4

Available on: All pages

yr_gtm_fa

Current customer VIP zone MC title.

Example: T0

Available on: All pages

yr_gtm_g

Count of customer orders from last 360 days.

Example: 7

Available on: All pages

yr_gtm_h

Date of last customer order (YYYY-MM-DD), only orders up to 360 days are taken into account.

Example: 2022-08-04

Available on: All pages

yr_gtm_k

Value of last customer order in websites currency, only orders up to 360 days are taken into account.

Example: 1000

Available on: All pages

yr_gtm_l

Average value of customer orders from last 90 days.

Example: 750

Available on: All pages

yr_gtm_m

List of product SKUs present in customer orders from last 360 days, excluding gifts

Example:

yr_gtm_m	object
.0	97701

Available on: All pages

yr_gtm_n

List of gifts SKUs present in customer orders from last 360 days.

Example:

yr_gtm_n	object
.0	F02113
.1	F94615
.2	F67114

Available on: All pages

yr_gtm_u

Date of current visit (YYYY-MM-DD)

Example: 2022-10-25

Available on: All pages

yr_gtm_aa

Current visit status. There are the following statuses:

- 0 - standard visit (without order and abandoned cart).

- 1 - visit with an abandoned cart.
- 2 - visit with the placed order.
- Abandoned cart - another cart than current, with at least one product.

Example: 2

Available on: All pages

yr_gtm_ae

Date of previous visit (YYYY-MM-DD)

Example: 2022-10-24

Available on: All pages

yr_gtm_ag

Count of visits in last 360 days

Example: 607

Available on: All pages

yr_gtm_x

List of SKUs that the user saw during the current visit. Only SKUs seen on product pages are used.

Example:

yr_gtm_x	object
.0	05241
.1	74084
.2	74084

Available on: All pages

yr_gtm_y

List of tags seen by user during the current visit. Only tags used on tag pages (/tag*) are used.

Example:

yr_gtm_y	<i>object</i>
.0	Kategorie: Vlasy > Masky a octy: Masky > Cílená péče: Detox vlasů
.1	Kategorie: Vlasy
.2	Kategorie: Vánoce
.3	Kategorie: Vánoce

Available on: All pages

yr_gtm_z

Top X product SKUs in abandoned carts from last 90 days, without gifts.

Example:

_yr_gtm_z	<i>object</i>
.0	22456
.1	J0437
.2	83020

Available on: All pages

ecomm_pagetype

A type of page. Available types are:

- "home"
- "product"
- "category"
- "purchase" (orderend = order thank you page)
- "cart" (all other cart pages)
- "siteview" (visit on any site not meeting above conditions)

Example: product

Available on: All pages

ecomm_totalvalue

Total cart/order value without delivery method cost

Example: 2000

Available on: Only on pages with ecomm_pagetype = purchase/cart

ecomm_prodid

On purchase/cart pages: list of SKUs in order/cart, without gifts.

On product pages: current product SKU.

Example:

- On product page: "10399"
- On other pages: ["10399","J0346"]

Available on: Only on pages with ecomm_pagetype = purchase/cart/product

ecomm_prodidpl

On purchase/cart pages: list of SKUs in order/cart, without gifts.

On product pages: current product SKU.

On category pages: top X top-rated products found by selected filters.

Example:

- On product page: "10399"
- On other pages: ["10399","J0346"]

Available on: Only on pages with ecomm_pagetype = purchase/cart/product/category

id_sekce

On category pages: list of selected tags IDs.

On product pages: list of tags IDs from the most important feature assigned to the product (eg. Category).

Example: ["1246","1252"]

Available on: Only on pages with ecomm_pagetype = product/category

visitorLoginState

Current state of user log in state. There are currently two states:

- "0" = guest
- "1" = logged in customer

Example: 1

Available on: All pages

hashed_email

SHA256 hash of normalized user e-mail address.

Methodology: https://developers.google.com/google-ads/api/docs/conversions/enhance-conversions?hl=en#normalization_and_hashing

Example: "1b4f0e9851971998e7320785...edf7caa332359d6f1d83567014"

Available on: Only on the order thank you page (/cart/orderend, /cart/prepayment)

hashed_phone_number

SHA256 hash of normalized user mobile number.

Methodology: Google does not provide it. We normalize phone numbers to digits only and then hash them.

Example: "60303ae22b998861bce3...8a213c86c93c076dbe9f558c11c752"

Available on: Only on order thank you page (/cart/orderend, /cart/prepayment)

email

User e-mail address.

The field is generated only when unsafe user info is enabled within **System > System / Settings > Integrations > Google Tag Manager**

Example: "example@example.com"

Available on: Only on order thank you page (/cart/orderend, /cart/prepayment)

phone_number

User mobile number.

Field is generated only when unsafe user info is enabled within **System > System / Settings > Integrations > Google Tag Manager**

Example: "+489999999999"

Available on: Only on order thank you page (/cart/orderend, /cart/prepayment)

address_info

An object containing delivery address data of placed order. First and last names are hashed using SHA256.

Methodology: https://developers.google.com/google-ads/api/docs/conversions/enhance-conversions?hl=en#enhancement_adjustments

Fields "first_name" and "last_name" are generated only when unsafe user info is enabled within **System > System / Settings > Integrations > Google Tag Manager**

Example:

```
{
  "hashed_first_name": "4f0e9851971998e...e59d6f1d83567014",
  "hashed_last_name": "60303ae861bce3...8a213c86c9311c752",
  "city": "Praha",
  "postal_code": "11800"
}
OR
{
  "hashed_first_name": "4f0e9851971998e...e59d6f1d83567014",
  "hashed_last_name": "60303ae861bce3...8a213c86c9311c752",
  "first_name": "Jan",
  "last_name": "Kowalski",
  "city": "Praha",
  "postal_code": "11800"
}
```

Available on: Only on order thank you page (/cart/orderend, /cart/prepayment)

/ Available data layer events

page_view

Event Generated automatically by Google Analytics. All events handled by GA4 have anonymized IP (it's non-configurable).

Event parameters: (GA4 generated)

altshop

Triggered on every page if "Track page loads as "altshop" event" is enabled in GA4 system settings.

Event parameters:

```
{
  name: 'alt shop name'
}
```

ecommerce / view_cart

This even is triggered on cart page (/cart).

Event parameters:

```
{
  value: gross value of products,
  currency: 'ISO currency code',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_variant: 'product attribute value / color name',
    item_brand: 'YvesRocher',
    item_category: 'Product category',
    price: final price for 1pc,
    discount: 'difference between catalog_price and final price',
    currency: currency,
    quantity: quantity
  }],
  shipping_tier: 'delivery method name'
}
```

ecommerce / add_to_cart

Triggered when a user adds an item to the cart. It applies only to regular 'add to cart' buttons. The value field contains the total row value after a change (determined by SKU). Items contain only elements with item_id equal to added SKU.

Event parameters:

```
{
  value: gross value of products,
  currency: 'ISO currency code',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_variant: 'product attribute value / color name',
    item_brand: 'YvesRocher',
    item_category: 'Product category',
    price: final price for 1pc,
    discount: 'difference between catalog_price and final price',
    currency: currency,
    quantity: quantity
  }],
  shipping_tier: 'delivery method name'
}
```

ecommerce / remove_from_cart

Triggered when the user removes an item from the cart using "X" in cart table at /cart. The value field contains the total row value after a change (determined by SKU). Items contain only elements with item_id equal to added SKU.

Event parameters:

```
{
  value: gross value of products,
  currency: 'ISO currency code',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_variant: 'product attribute value / color name',
    item_brand: 'YvesRocher',
    item_category: 'Product category',
    price: final price for 1pc,
    discount: 'difference between catalog_price and final price',
    currency: currency,
    quantity: quantity
  }],
}
```

```
shipping_tier: 'delivery method name'
}
```

ecommerce / add_shipping_info

Triggered when user clicks on delivery method box on /cart/delivery (user changes delivery method).

Event parameters:

```
{
  shipping_tier: 'delivery method name',
  value: gross value of products,
  currency: 'ISO currency code',
  items: [{
    item_name: 'product name',
    item_id: 'product SKU',
    item_variant: 'product attribute value / color name',
    item_brand: 'YvesRocher',
    item_category: 'Product category',
    price: final price for 1pc,
    discount: 'difference between catalog_price and final price',
    currency: currency,
    quantity: quantity
  }]
}
```

cart.change_address_data

Triggered when the user clicks on "add new address" button on **/cart/delivery page**.

Event parameters: No parameters.

ecommerce / add_payment_info

Triggered when user clicks on the payment method box on **/cart/payment** (user changes payment method).

Event parameters:

```
{
  payment_type: 'payment method name',
  value: gross value of products,
  currency: 'ISO currency code',
  items: [{
```

```
item_name: 'product name',
item_id: 'product SKU',
item_variant: 'product attribute value / color name',
item_brand: 'YvesRocher',
item_category: 'Product category',
price: final price for 1pc,
discount: 'difference between catalog_price and final price',
currency: currency,
quantity: quantity
}],
shipping_tier: 'delivery method name'
}
```

ecommerce / begin_checkout

Triggered when "**I confirm order**" is clicked at the last step of the checkout process. Previously the event was triggered with every click of "next step" button.

Event parameters:

```
{
value: gross value of products,
currency: 'ISO currency code',
items: [{
item_name: 'product name',
item_id: 'product SKU',
item_variant: 'product attribute value / color name',
item_brand: 'YvesRocher',
item_category: 'Product category',
price: final price for 1pc,
discount: 'difference between catalog_price and final price',
currency: currency,
quantity: quantity
}],
shipping_tier: 'delivery method name'
}
```

ecommerce / purchase

Triggered on **/cart/orderend** page. The legacy implementation also triggered this event on **/cart/prepayment** page but it does not comply with GA4 e-commerce events.

Event parameters:

```
{
transaction_id: 'order id with prefix',
affiliation: 'VPI',
```



```
value: gross value with shipping,  
shipping: gross delivery + payment method cost,  
currency: 'ISO currency code',  
items: [{  
  item_name: 'product name',  
  item_id: 'product SKU',  
  item_variant: 'product attribute value / color name',  
  price: final price for 1pc,  
  discount: 'difference between catalog_price and final price',  
  currency: currency,  
  quantity: quantity  
}],  
shipping_tier: 'delivery method name'  
}
```

ecommerce / view_item

This event is triggered on a product page.

Event parameters:

```
{  
  item_name: 'product name',  
  discount: 'difference between catalog_price and final price',  
  item_brand: 'YvesRocher',  
  item_category: 'Product category',  
  price: catalog price,  
  value: final price for 1pc,  
}
```

ecommerce / view_item_list

Triggered on product list pages i.e. Category, Search result, Featured list.

Event parameters:

```
{  
  item_list_name: 'Name of list',  
  items: [{  
    item_name: 'product name',  
    item_id: 'product SKU',  
    item_brand: 'YvesRocher',  
    item_category: 'Product category',  
    price: final price for 1pc,  
    discount: 'difference between catalog_price and final price',  
    currency: currency  
  }]  
}
```

```
}
```

website_error

Triggers whenever the user encounters an error on the website. Currently, there are 5 error types:

type: '404_error'

Triggered when a user enters 404 'not found' page.

type: 'wrong_discount'

Triggered when a user had activated the discount code that does not trigger any promotion rules. It's also triggered when the user had in the cart already used personal discount code.

type: 'missing_product_in_cart'

Triggered when some products were deleted from the cart due to low stocks.

type: 'old_offer_error'

Triggered when a customer is redirected to /auth/restricted.

type: 'zero_search'

Triggered when a customer entered search results page which did not return any results

mgm.button_share

Triggered when the user clicks on "share by e-mail" below the invitation link or code in a customer account.

Event parameters:

```
{  
  type: 'email'  
}
```

mgm.button_copy

Triggered when user clicks on "copy" below invitation link or code in a customer account. This event triggers one of two parameters depending if the customer clicked copy below link or a code:

```
{  
  type: 'invitation_link'  
}
```

or

```
{  
  type: 'invitation_code'  
}
```

wishlist_add

Triggered when the user clicks on the wishlist button (small heart icon) which adds a product to the user's wishlist.

Event parameters:

```
{  
  item_name: 'product name',  
  item_id: 'product SKU',  
  item_brand: 'YvesRocher',  
  item_category: 'Product category',  
  price: final price for 1pc,  
  discount: 'difference between catalog_price and final price',  
  currency: currency  
}
```

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