

WordPress Website GTM Tracking Flow (Ads + Analytics + CRM)

Step (Process Order)	Tracking Type	How to Implement (WordPress + GTM + Ads)	Use Case (Why Important)
1. Base Setup	Pageview Tracking (All Pages)	GTM container install (via plugin like "DuracellTomi GTM for WP") + GA4 config tag	Website traffic aur user journey ka base data collect karne ke liye
2. Engagement Signals	Scroll Depth Tracking	GTM scroll trigger (25%, 50%, 75%, 100%)	Content engagement samajhne ke liye – remarketing mein engaged users alag banenge
	Outbound Link Click Tracking	GTM click trigger for external links	Affiliate links / external redirects track karna
	Video Engagement Tracking	GTM built-in YouTube/Vimeo trigger	Product demo / course intro videos ke engagement ko measure karna
3. Lead Generation Events	Form Submission Tracking	Elementor/Contact Form 7 + GTM form submission trigger	Leads capture hone par Ads conversion tracking aur CRM integration ke liye
	Button Click Tracking (CTA)	GTM click trigger on "Enquire Now / Buy Now" button	Check karo ki CTA par kitne clicks aaye vs form fills
4. E-commerce Actions (Agar WooCommerce use ho raha hai)	Add to Cart Tracking	WooCommerce dataLayer + GTM event	Funnel analysis (Add to Cart → Checkout → Purchase)
	Checkout Funnel Tracking	Checkout page steps with GTM custom events	Drop-off identify karne ke liye

	<u>Purchase Tracking (Enhanced Ecommerce)</u>	WooCommerce plugin (Enhanced Ecommerce) + GTM + GA4 purchase event	Ads ROI aur revenue attribution ke liye
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Tracking 1 — Pageview Tracking (All Pages) with Facebook Pixel

1) Ye kya hai? (Simple words)

Pageview tracking matlab: jab bhi koi visitor aapki website ka koi page kholta hai, Facebook Pixel ek event record karta hai aur Meta ko bhejta hai.

👉 Socho: har baar koi kitab ka ek panna kholta hai, aur aap Meta ko bolte ho “haan, ek user yaha tak pahuncha” — wahi pageview hai.

2) Kyun use kar rahe hain? (Why)

- Pata chalega kitne log aapki site pe aaye (Pixel Analytics + Meta Ads Manager).
 - Ads me traffic aur conversion ka sahi measurement hoga.
 - Retargeting ke liye zaroori hai (jaise: jisne site visit ki, usko baad me ad dikhana).
 - Funnel ka pehla step (traffic) samajhne ke liye base data.
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3) Benefits (Faayde)

- Facebook Ads Manager me “PageView” event dikhega.

- Custom Audience bana sakte ho → “sab users jo site visit kiye”.
 - Future me advanced events (Purchase, Lead, AddToCart) track karne ke liye base set-up ready hoga.
 - Ads ka ROI measure karne ke liye minimum requirement.
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4) Implementation — Overview

1. Meta Business Suite → Pixel create karo (Pixel ID milega).
 2. GTM account + container banayein (GTM-XXXX).
 3. GTM container ko WordPress me install karein (plugin ya manual).
 4. GTM me **Facebook Pixel Base Code Tag** banao (Pixel ID use karke) aur trigger = All Pages.
 5. Publish GTM container.
 6. Test karo (Meta Pixel Helper Chrome extension + Test Events).
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5) Step-by-step (koi step skip nahi)

Step A — Facebook Pixel create karna

1. business.facebook.com → Events Manager open karo.
2. “Connect Data Sources” → Web choose karo.
3. Choose “Meta Pixel” → Continue.
4. Pixel name daalo (Example: My Website Pixel).
5. Website URL daalna optional hai.
6. “Create Pixel” → done.
7. Ab aapko ek **Pixel ID** milega (format: 1234567890). Copy karlo.

👉 Short checklist:

Events Manager → Connect Data Source → Web → Meta Pixel → Copy Pixel ID

Step B — Google Tag Manager (GTM) account + container banana

(Same jaise GA4 steps)

1. tagmanager.google.com par jao.
 2. Account name → MyCompany, Country → India.
 3. Container name → yourdomain.com → Target platform = Web.
 4. Create → Terms accept.
 5. Container ID: GTM-XXXXXXX (note karlo).
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Step C — Install GTM on WordPress

Option 1 — Plugin (Recommended)

- WP Admin → Plugins → Add New.
- Search: **DuracellTomi's Google Tag Manager for WordPress.**
- Install → Activate.
- Settings → Google Tag Manager → GTM ID paste karo.
- Save changes.

Option 2 — Manual

- WP Admin → Appearance → Theme File Editor.
- header.php file me `<head>` ke andar GTM `<script>` daalo.
- `<body>` ke turant baad GTM `<noscript>` daalo.
- Save file.

Step D — GTM me Pixel Tag banana

1. tagmanager.google.com → apna container open karo.
2. Left menu → Tags → New.
3. Tag configuration → **Custom HTML** choose karo.
4. Pixel base code paste karo (Meta Events Manager → Pixel → Install Code Manually se copy).

Base code example (Pixel ID replace karo):

```
<!-- Meta Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document, 'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '1234567890');
  fbq('track', 'PageView');
</script>
<noscript>
  
</noscript>
<!-- End Meta Pixel Code -->
```

👉 Important:

- '1234567890' ko apna Pixel ID se replace karo.

- `fbq('track', 'PageView')` ensure karta hai ki har page load pe PageView event fire ho.
5. Triggering → **All Pages** select karo.
 6. Tag ka naam do: `FB Pixel - PageView - All Pages`.
 7. Save.
-

Step E — Publish GTM container

- GTM → top right → Submit.
 - Version name: `v1 - FB Pixel added`.
 - Publish.
-

Step F — Test / Verify

1. **Meta Pixel Helper (Chrome extension)** install karo.
 - Apni site open karo → Pixel Helper icon click karo.
 - Check karo ki “PageView” event fire ho raha hai aur sahi Pixel ID dikh rahi hai.
2. **Events Manager Test Events tab**
 - Events Manager → apna Pixel select karo → “Test Events”.
 - Apna domain daalo → Open Website.
 - Dekho ki “PageView” event live aa raha hai ya nahi.
3. Common tips:
 - Incognito window use karo (adblock off).
 - Clear caching plugins.

- Agar pehle se Pixel manually install hai toh double fire avoid karo (ya toh GTM, ya manually — dono nahi).

Scroll Depth Tracking (WordPress + GTM)

1. Scroll Depth Tracking kya hai?

- Jab koi visitor aapke page ko niche scroll karta hai (25%, 50%, 75%, 100%), to hum GTM ke through usko track karte hain.
 - Matlab pata chalega ki visitor **sirf upar hi dekh kar gaya** ya **poora content padh kar gaya**.
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2. Scroll Depth Tracking kyun use karte hain? (Benefits)

- **Content Engagement Measure** → Jaanna ki log kitna content padh rahe hain.
 - **Landing Page Optimization** → Agar users 25% tak hi padh kar nikal rahe hain, to upar ka content improve karna hoga.
 - **Ad ROI** → Paid ads se aane wale traffic ko compare kar sakte hain (Facebook Ads visitors scroll karte hain ya sirf click karke exit karte hain).
 - **Conversion Funnel Insights** → Scroll aur conversion (form fill/purchase) ko relate karke dekh sakte hain.
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3. Scroll Depth Tracking kaise apply karna hai? (Step by Step)

Step 1 – GTM Account Setup

1. GTM (Google Tag Manager) mein login karo.

2. Apna WordPress site ka container select karo (jo aapne pehle Pageview Tracking ke liye banaya tha).

Step 2 – Built-in Scroll Variables Enable karna

1. Left sidebar me jao → **Variables**.
2. **Configure** button par click karo (upar right side).
3. Yaha check mark lagao:
 - Scroll Depth Threshold
 - Scroll Depth Units
 - Scroll Direction

👉 Ye teen variables hume batayenge ki user kitna scroll kar raha hai, kis unit me (percent/pixel), aur kis direction me.

Step 3 – Trigger Banana

1. Left sidebar → **Triggers** → New.
2. Trigger ka naam do: **Scroll Depth Trigger**.
3. Trigger Type select karo: **Scroll Depth**.
4. Options fill karo:
 - **Vertical Scroll Depths:** 25, 50, 75, 100 (comma se alag-alag likho).
 - **Units:** Percent.
 - **Fire Trigger on:** All Pages.

👉 Matlab jab user 25%, 50%, 75%, 100% scroll karega, to ye trigger fire hoga.

Step 4 – Tag Banana (GA4 Event Tag)

1. Left sidebar → **Tags** → New.
2. Tag ka naam do: **FB – Scroll Depth Event**.
3. Tag Type select karo: **Custom HTML**.
4. Paste this script given below

```
<script>
```

```
fbq('trackCustom', 'ScrollDepth', {  
  percent_scrolled: {{Scroll Depth Threshold}}  
});
```

```
</script>
```

5. Trigger me select karo → **Scroll Depth Trigger**.
6. Save karo.

Step 5 – Preview & Test

1. GTM dashboard me **Preview** par click karo.
2. Apni website ka URL daalo → Connect.
3. Page ko scroll karo → 25%, 50%, 75%, 100%.
4. GTM preview me check karo ki **scroll_depth** event fire ho raha hai ya nahi.

Step 6 – Publish

1. Agar testing me sahi fire ho raha hai → GTM me **Submit** → Publish.

4. Script/Code Explanation

- Yaha koi manual script nahi likhni padti, kyunki GTM ka **Scroll Depth Trigger** built-in hai.
 - Jo variables use kiye (**Scroll Depth Threshold**, **Scroll Depth Units**, **Scroll Direction**) ye GTM ke predefined variables hain → humne sirf enable kiya.
 - FB Event Parameters se data structured form me FB Pixel ko bhej diya jata hai.
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✓ Final Output

- FB Reports me event **scroll_depth** ke naam se milega.
- Parameters ke saath dekh paoge:
 - 25%, 50%, 75%, 100% scroll karne wale visitors ki count
 - Kis campaign se aaye users zyada scroll kar rahe hain
 - Scroll depth aur conversion ke beech ka relation

Outbound Link Click Tracking (WordPress + GTM + Facebook Pixel)

1. Outbound Link Tracking kya hai?

Same concept jaise GA4 ke liye tha → jab koi visitor **external link (Amazon, partner site, social link)** par click kare to us action ko hum **Facebook Pixel** me custom event ke roop me bhejenge.

2. Kyun Use Karte Hain?

- **Affiliate Performance Tracking** → Kaunsa blog button/CTA sabse zyada affiliate clicks la raha hai.

- **Ad ROI Proof** → Agar ads chala ke traffic partner site par bhej rahe ho to FB Ads me report milegi.
 - **Audience Retargeting** → Outbound click karne walon ko retarget audience banaya ja sakta hai.
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3. Outbound Link Tracking Setup (Step by Step)

Step 1 – Variables Enable karna

GTM → **Variables** → Configure → Enable:

- Click URL
 - Click Text
 - Click Classes
 - Click ID
 - Click Element
-

Step 2 – Trigger Banana

- GTM → **Triggers** → **New**
- Trigger Name: **Outbound Link Click Trigger**
- Trigger Type: **Just Links**
- Enable: ☒ Wait for Tags + ☒ Check Validation
- Condition set karo:
Click URL does not contain yourdomain.com
-

👉 Matlab: Sirf external links ke liye fire kare.

Step 3 – Tag Banana (Facebook Pixel Event Tag)

- GTM → **Tags** → **New**
 - Tag Name: **FB – Outbound Link Click**
 - Tag Type: **Custom HTML**
 - Code add karo:
 - `<script>`
 - `fbq('trackCustom', 'OutboundClick', {`
 - `outbound_url: '{{Click URL}}',`
 - `link_text: '{{Click Text}}',`
 - `link_classes: '{{Click Classes}}'`
 - `});`
 - `</script>`
 - Trigger me select karo → **Outbound Link Click Trigger**
 - Save karo 
-

Step 4 – Preview & Test

- GTM → **Preview** → Apni site connect karo.
 - Koi external link (Amazon, Facebook, Instagram) par click karo.
 - GTM Debug Console me check karo → Tag fire hua ya nahi.
 - **Facebook Pixel Helper (Chrome Extension)** use karke verify karo:
 - Event Name: **OutboundClick**
 - Parameters: **outbound_url, link_text**
-

Step 5 – Publish

- GTM → **Submit** → **Publish**
-

4. FB Event Data kaise use hoga?

- Event Name: **OutboundClick**
 - Parameters:
 - **outbound_url** → Kaunse external site par gaya.
 - **link_text** → Link ka naam (button ya anchor text).
 - **link_classes** → Agar multiple buttons ek hi page par ho to differentiate karne ke liye.
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Final Output (FB Ads Manager Me)

- **Events Manager** me custom event **OutboundClick** show hoga.
- Aap isse use kar sakte ho:
 - Custom Audience banane ke liye (sirf un logo ka jinhone affiliate link par click kiya).
 - Conversion Optimization ke liye (OutboundClick as conversion event).
 - Affiliate ROI track karne ke liye.

◆ **YT Custom Event Tracking: Agar video YouTube embed hai (most common in Elementor)**

Step 1 — GTM me Video variables enable karo

- GTM → **Variables** → Configure
 - **Check:**
 - Video Provider
 - Video Status
 - Video Percent
 - Video Duration
 - Video Current Time
 - Video Title
-

Step 2 — Trigger banao (YouTube Video)

1. GTM → **Triggers** → **New**
2. Trigger type: **YouTube Video**
3. Configure:
 - Enable this trigger on → **Some Videos** (recommended)
 - Conditions: **Page Hostname equals 30daymarketingpro.com**
 - Capture → check all options:
 - Start
 - Complete
 - Pause/Seek
 - Progress → **25,50,75,100** percent (tum chaho to custom percent add kar sakte ho)
4. Save trigger → Name: **YT Video Tracking**.

Step 3 — Custom HTML Tag banao (FB Pixel event bhejne ke liye)

1. GTM → Tags → New
2. Type: **Custom HTML**
3. Paste script:

```
<script>

(function() {

    try {

        var eventAction = '{{Video Status}}'; // e.g. start, complete,
progress

        var eventPercent = '{{Video Percent}}'; // e.g. 25, 50, 75, 100

        var videoTitle = '{{Video Title}}';

        var duration = '{{Video Duration}}';

        var currentTime = '{{Video Current Time}}';


        if (typeof fbq === 'function') {

            fbq('trackCustom', 'VideoEngagement', {

                status: eventAction,

                percent: eventPercent,

                title: videoTitle,

                duration: duration,

                current_time: currentTime

            });

        }

    }

});
```

```
        console.log('FB VideoEngagement event sent:', eventAction,
eventPercent, videoTitle);

    } else {

        console.warn('fbq not ready for VideoEngagement');

    }

} catch (err) {

    console.error('VideoEngagement tag error:', err);

}

})();

</script>
```

4. Triggering → choose **YT Video Tracking**.
5. Advanced → Fire once per event.
6. Tag sequencing → Fire after FB Pixel base tag.
7. Save.

Step 4 — Preview/Test

1. GTM → Preview mode → open page with YouTube video.
2. Play video:
 - At start → **VideoEngagement** event fire hona chahiye.
 - At 25%, 50%, 75%, 100% → events fire hone chahiye.
 - Complete hone par → status = complete.
3. FB Event Manager → **Test Events** tab → dekho custom event aa raha hai ya nahi.

◆ Case 2: Agar Elementor me Vimeo ya HTML5 video hai

- GTM ke YouTube Video trigger kaam nahi karega.
- Us case me ek **Custom JS listener** banana padega jo video element ke `timeupdate` aur `ended` events track kare. Fir `fbq('trackCustom', 'VideoEngagement', {...})` bhejna hoga.
- Ye thoda coding heavy hota hai, lekin main tumhe ek tested snippet bana dunga agar tum mujhe bata do ki video **YouTube, Vimeo, ya HTML5 upload** hai.

✓ Event Manager me tumhe kya milega

- Event Name: **VideoEngagement**
- Parameters:
 - status → start, progress, complete
 - percent → 25, 50, 75, 100
 - title → video ka naam
 - duration → total seconds
 - current_time → jis waqt event hua

Later tum **Custom Conversions** bana sakte ho, e.g.

- “Video Completed = yes” → warm audience
- “Watched >50%” → remarketing audience



Full Form Submission Tracking — Elementor + Contact Form 7 + GTM + GA4

1 Tracking Objective

Goal:

- Website par jo bhi form fill aur submit hota hai, usko track karna.
- GA4 me **form_submission event** create karna with parameters: form name, page, ID.
- AJAX forms (Contact Form 7) ke liye event tab fire ho jo form **successfully submit** hua ho.

Benefits:

- Lead count accurate track kar sakte ho.
 - Ads ROI measure kar sakte ho.
 - Remarketing audience bana sakte ho.
-

2 Elementor Form Tracking (AJAX Enabled)

Elementor forms mostly AJAX use karte hain, lekin GTM ka default **Form Submission trigger** kaam karta hai agar **Form Classes** ya **Form ID** check karo.

Step A – GTM Variables Enable

1. GTM → Variables → Configure
2. Enable Built-in Variables:
 - Form ID
 - Form Classes

- Form Element
- Form Target
- Form URL

Ye variables hume batayenge ki kaunse form se event aaya.

Step B – GTM Trigger Banana (Elementor)

1. GTM → Triggers → New → Name: **Elementor Form Submit**
2. Trigger Type → **Form Submission**
3. Tick:
 - Wait for Tags → 2000ms
 - Check Validation → ☒
4. Trigger Fires On → **Some Forms** (agar multiple forms hai):
 - Form Classes contains **elementor-form**
5. Save Trigger

Step C – GA4 Event Tag (Elementor)

1. GTM → Tags → New → Name: **GA4 – Elementor Form Submission**
2. Tag Type → Google Analytics: GA4 Event
3. Configuration Tag → Select GA4 Configuration Tag
4. Event Name → **form_submission**
5. Event Parameters:

Parameter Name	Value / Variable
----------------	------------------

form_id	{{Form ID}}
form_name	{{Form Classes}}
page_path	{{Page Path}}
page_title	{{Page Title}}

6. Trigger → Elementor Form Submit
7. Save → Preview → Test → Publish

3 Contact Form 7 Tracking (AJAX)

CF7 AJAX form default Form Submission trigger GTM me nahi fire karta. Iske liye **Custom Event trigger + Data Layer push** chahiye.

Step A – Data Layer Push Script (functions.php ya GTM Custom HTML)

```
<script>

document.addEventListener('wpcf7mailsent', function(event) {

    // Event fired after successful form submission

    dataLayer.push({

        'event': 'cf7_form_submission',

        'formId': event.detail.contactFormId, // form ID

        'formTitle': event.detail.contactFormTitle, // form title

        'pagePath': window.location.pathname,

        'pageTitle': document.title

    });

});
```

```
});  
  
, false);  
  
</script>
```

Explanation:

- `wpcf7mailsent` → CF7 ka AJAX event for successful submit
 - `dataLayer.push` → GTM ko event send karta hai
 - `formId / formTitle / pagePath / pageTitle` → GA4 me parameters ke liye
-

Step B – GTM Trigger (CF7)

1. GTM → Triggers → New → Name: `CF7 Form Submit`
 2. Trigger Type → **Custom Event**
 3. Event Name → `cf7_form_submission`
 4. Trigger Fires On → All Custom Events (ya specific Form ID condition)
 5. Save Trigger
-

Step C – GA4 Event Tag (CF7)

1. GTM → Tags → New → Name: `GA4 – CF7 Form Submission`
2. Tag Type → GA4 Event
3. Configuration Tag → GA4 Configuration
4. Event Name → `form_submission`
5. Event Parameters:

Parameter Name	Value / Variable
----------------	------------------

form_id	{{formId}}
---------	------------

form_name	{{formTitle}}
-----------	---------------

page_path	{{pagePath}}
-----------	--------------

page_title	{{pageTitle}}
------------	---------------

6.

Trigger → CF7 Form Submit

7. Save → Preview → Test → Publish



Button Click Tracking (CTA)

Step 1: Add GTM to your site

1. Install the GTM container code on your website (in both `<head>` and `<body>`).
2. Open **Preview mode** (via Tag Assistant → “Preview”).

Step 2: Enable Click Variables

1. In GTM → **Variables**.

2. Under **Built-in Variables**, check all **Click Variables** (Click Text, Click Classes, Click ID, Click URL).
-

Step 3: Create a Trigger (for the button click)

1. GTM → **Triggers** → New.
2. Trigger Type: **Click – All Elements** (or “Just Links” if it’s a link button).
3. Choose **Some Clicks**.
4. Add a condition that uniquely identifies your button, for example:
 - Click Text = "Enroll Now"
 - or Click ID = "enroll-btn"
 - or Click Classes contains "cta-button".

👉 Tip: Use **Preview mode** → click your button → see which values show up in the variables panel.

Step 4: Create a Tag (send the event to GA4)

1. GTM → **Tags** → New.
2. Tag Type: **Google Analytics: GA4 Event**.
 - Select your **GA4 Configuration Tag**.
 - Event Name: `button_click` (or any custom name you prefer).
 - Event Parameters (optional, but useful):
 - `button_text` → `{{Click Text}}`
 - `button_id` → `{{Click ID}}`

3. Attach your **Click Trigger** (from Step 3).
-

Step 5: Test & Publish

1. In GTM Preview mode, click the button on your site.
2. Check if the tag is firing.
3. If it works → **Submit** → **Publish** the container.



Add To Cart Tracking

Step 1: Make sure FB Pixel is already installed via GTM

1. **Tags**In GTM → → **New**.
 2. Tag Type → **Community Template Gallery** → Search “**Facebook Pixel**” (Meta Pixel).
 3. Add your **Pixel ID**.
 4. Choose trigger: **All Pages** (this is your base pixel).
 5. Save & Publish.
👉 This sends **PageView** events automatically.
-

Step 2: Enable built-in click variables

1. In GTM → **Variables**.
 2. Enable all **Click Variables** (Click Text, Click Classes, Click ID, Click URL).
👉 So you can identify the Add to Cart button.
-

Step 3: Create Trigger for Add to Cart button

1. GTM → **Triggers** → **New**.
2. Trigger Type: **Click – All Elements** (or “Just Links” if it’s a link button).
3. Choose **Some Clicks**.
4. Condition (depends on your button):
 - Example 1: **Click Text** equals "Add to Cart"
 - Example 2: **Click ID** equals "add-to-cart-btn"
 - Example 3: **Click Classes** contains "add-to-cart".

👉 Use GTM Preview to see which condition matches your site’s button.

Step 4: Create Tag for Add to Cart (Standard Event)

1. GTM → **Tags** → **New**.
 2. Tag Type: **Facebook Pixel** (Meta Pixel template).
 3. Select **Track Type = Standard Event**.
 4. Event Name → choose **AddToCart** (from the dropdown).
 5. (Optional but recommended) Add Event Parameters:
 - **content_name** = {{Click Text}}
 - **value** = product price (if available as a dataLayer variable)
 - **currency** = "INR" or "USD".
 6. Trigger → select the **Add to Cart Trigger** you created.
 7. Save.
-

Step 5: Test in GTM + Meta Pixel Helper

1. Use GTM Preview → click Add to Cart → check that tag fires.
2. Use **Meta Pixel Helper** browser extension → confirm “AddToCart” event is received.
3. If correct → **Submit & Publish** GTM container.

✅ Done! Now every Add to Cart button click will fire the **standard AddToCart event** to FB Pixel, all through GTM template (no manual script needed).



Checkout Page Tracking

Step 1: Install Facebook Pixel Base

- Make sure your **Facebook Pixel base code** is already installed via GTM using the **Facebook Pixel (Meta Pixel) tag template**.
 - Go to **Tags** → **New** → **Tag Type** → **Facebook Pixel**.
 - Add your Pixel ID.
 - Fire it on **All Pages** (Page View event).
-

Step 2: Create a Trigger for Checkout Page

1. Go to **Triggers** → **New**.
2. Trigger Type: **Page View**.
3. Fire on → **Some Page Views**.
4. Condition:
 - **Page URL** contains **/checkout**
(or exactly matches your checkout page URL, e.g.,

<https://example.com/checkout>).

Step 3: Create a Tag for Checkout Event

1. GTM → **Tags** → **New**.
 2. Tag Type: **Facebook Pixel** (the template).
 3. Choose your **Pixel ID**.
 4. Event Name: Select **InitiateCheckout** (standard event).
 5. Parameters (optional, but recommended if available):
 - **value** → **0** (or a dynamic variable if you have cart value)
 - **currency** → **INR** (or your currency code)
-

Step 4: Attach Trigger

- Add the trigger you created for **checkout page URL** to this tag.
-

Step 5: Test & Publish

1. Enable **Preview mode** in GTM.
 2. Visit your checkout page → check if the **InitiateCheckout** event fires.
 3. Confirm in **Meta Pixel Helper (Chrome extension)**.
 4. If working → **Publish** your GTM container.
-

✓ Now whenever someone lands on your **checkout page**, GTM will fire the **InitiateCheckout** standard event to Facebook Pixel — no custom code needed, just URL-based tracking.



Purchase Tracking (Enhanced E-Commerce)

Step 1: Make sure Meta Pixel is in GTM

1. In GTM → **Tags** → **New** → **Tag Configuration**.
2. Choose **Meta Pixel (Facebook Pixel)** from GTM's built-in template gallery.
3. Enter your **Pixel ID** (from Meta Events Manager).
4. Save.

Step 2: Create a Trigger for Purchase Page

1. GTM → **Triggers** → **New**.
2. Trigger Type: **Page View**.
3. Fire on → **Some Page Views**.
4. Condition:
 - Page URL contains thank-you

- (replace "**thank-you**" with whatever part is unique in your order confirmation URL, e.g., **/order-success**, **/checkout/complete**).
-

Step 3: Create the Purchase Event Tag

1. GTM → **Tags** → **New** → **Tag Configuration**.
2. Choose: **Meta Pixel** → **Standard Event**.
3. Select Event Name: **Purchase** (this is a predefined standard event).
4. Add Parameters (if available in GTM Data Layer):
 - **Value** = **{{Transaction Value}}** (or manually set a fixed test value if not available).
 - **Currency** = **INR** (or your currency code).

👉 If you don't yet have transaction value in Data Layer, you can start with a static test:

- **Value** = **0.00**
 - **Currency** = **USD**
5. Add Trigger → use the **Page View trigger** you created in Step 2.
 6. Save.
-

Step 4: Test in Preview Mode

1. Enable GTM Preview mode.
 2. Complete a test purchase → land on the **thank-you page**.
 3. Check if the **Purchase event tag fires**.
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Step 5: Verify in Meta Pixel Helper

1. Install **Meta Pixel Helper (Chrome extension)**.
 2. Reload the thank-you page → confirm that the **Purchase event** is being sent.
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Step 6: Publish

Once tested → **Submit** → **Publish** in GTM.

✓ Now your **Purchase event fires automatically when someone lands on the thank-you page**, without adding any extra script.

✓ This works as long as your order confirmation URL is unique.