Configuring Google Tag Manager for *Widget User Events*

Data can reach Google Analytics two ways:
1. Through native Google Analytics implementations
2. Through Google Tag Manager deploying Google Analytics

In the former, Dealer.com takes event objects sent to the parent page, formats them for Google Analytics, and uses the Google Analytics library to create events directly.
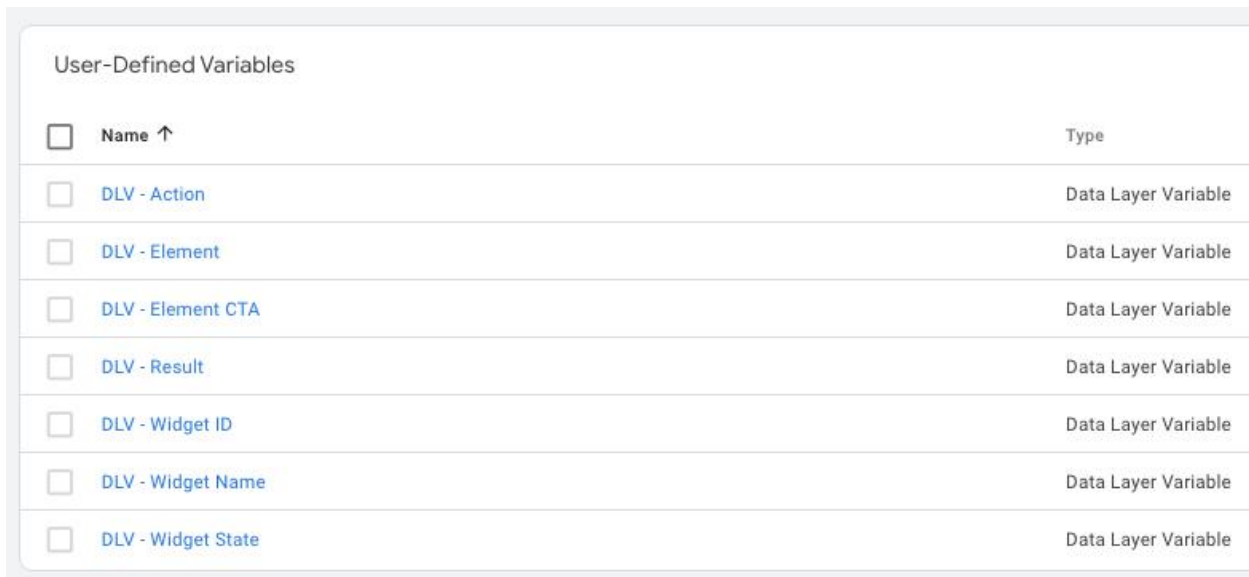
In the latter, interaction data sent to the parent page is also added to the data layer to ensure any Google Tag Manager users can configure their container to collect these events as well.

The following three steps will enable capturing Widget User Events within Google Tag Manager.

1. Configure the Data Layer Variables

Using the naming convention you choose, create Data Layer Variables for each key expected in the widgetUserEvent object. There are seven keys passed in with this object, including action, element, elementCTA, result, widgetID, widgetName, and widgetState.

Your variables may look like this:

User-Defined Variables	
Name ↑	Type
DLV - Action	Data Layer Variable
DLV - Element	Data Layer Variable
DLV - Element CTA	Data Layer Variable
DLV - Result	Data Layer Variable
DLV - Widget ID	Data Layer Variable
DLV - Widget Name	Data Layer Variable
DLV - Widget State	Data Layer Variable

With each item containing the expected key:

2. Configure the Event Trigger

Next, we need to be able to tell Google Analytics when to create data. We do this by configuring a trigger to execute based on the value associated with the event key. In this case, we're looking for widgetUserEvent.

Like with Variables, you can name your Trigger with whatever naming conventions match your container, as long as the event name field is properly configured:
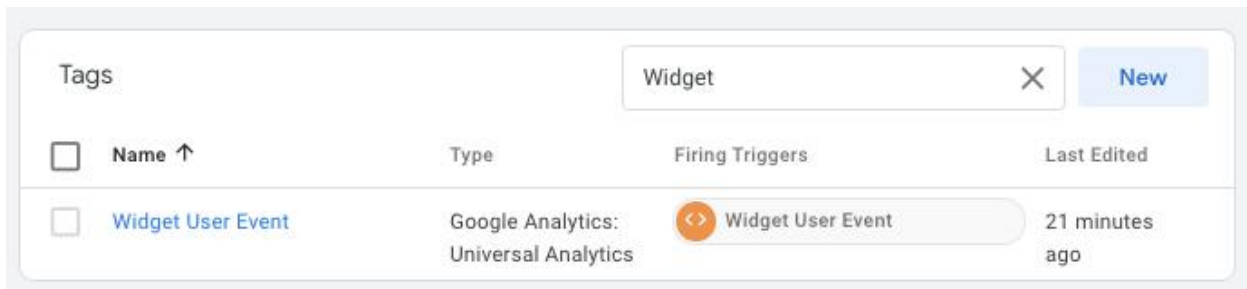
3. Configure the Google Analytics Tag

Finally, use both the Variables and Trigger to configure a tag to execute, building the taxonomy as determined by Dealer.com specifications and/or tracking requirements so event data rolls up cleanly and can be easily filtered.

Within the tag, note that the widgetUserEvent object provides semantic information so taxonomies can be customized to support your analysis. To stay consistent with what's passed into Google Analytics properties *not* leveraging GTM, you can duplicate the following: