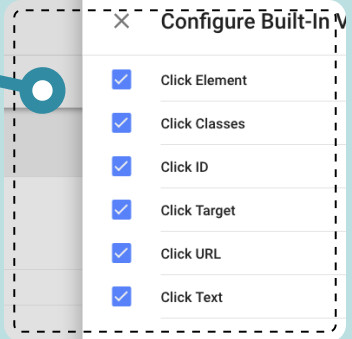


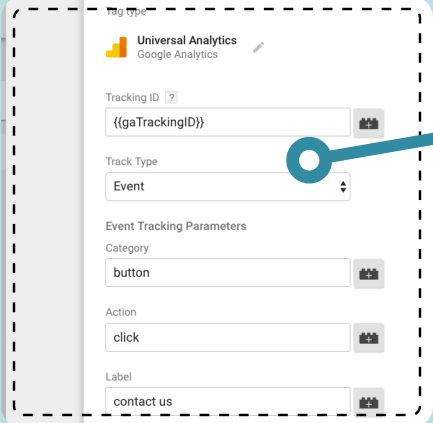


Google Tag Manager Event Tracking *cheat sheet*

1 Enable all of the built-in click variables

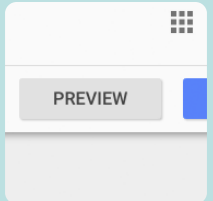


2 Create a click trigger & trigger on All Elements (for now)

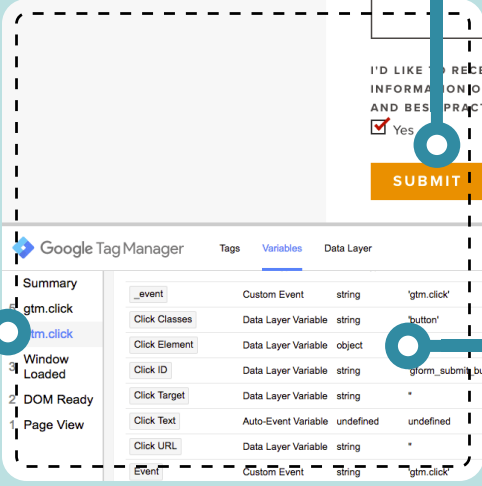


3 Create a Google Analytics Event tag and use the trigger you just created

4 Select 'Preview' and go to a page with the button or element you want to track

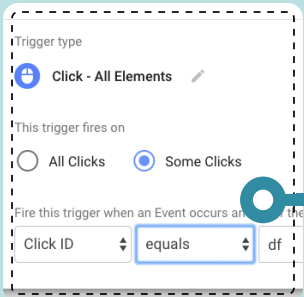


5 CMD/Control Click on the element - when you do this, you should see a gtm.click event show up in the GTM preview pane.



6 Click on 'Variables' and find a variable that is unique to what you want to track.

7 update your trigger config to match this value



8 publish your tag!