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# GA4 Microsite Tagging Guide

July 2023



## 1. Microsite Structure

## 2. New Microsite

- GP One Component(AEM Authoring)
- Non-Standard area(No AEM Authoring)
- iFrame area
- Page Properties

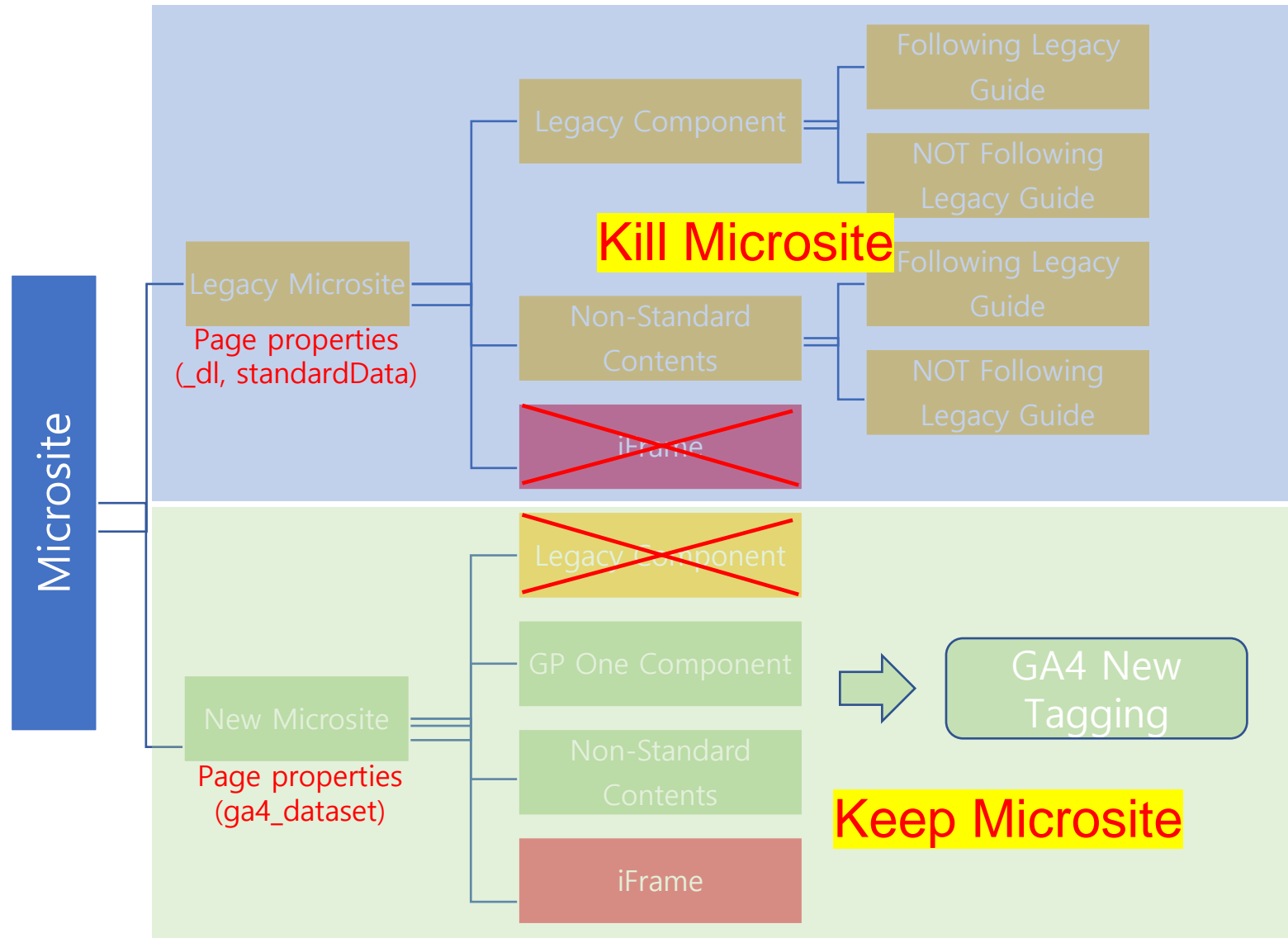
## 3. GTM Container Insertion



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# 1. Microsite Structure

# GP One Microsite Structure



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## 2. New Microsite

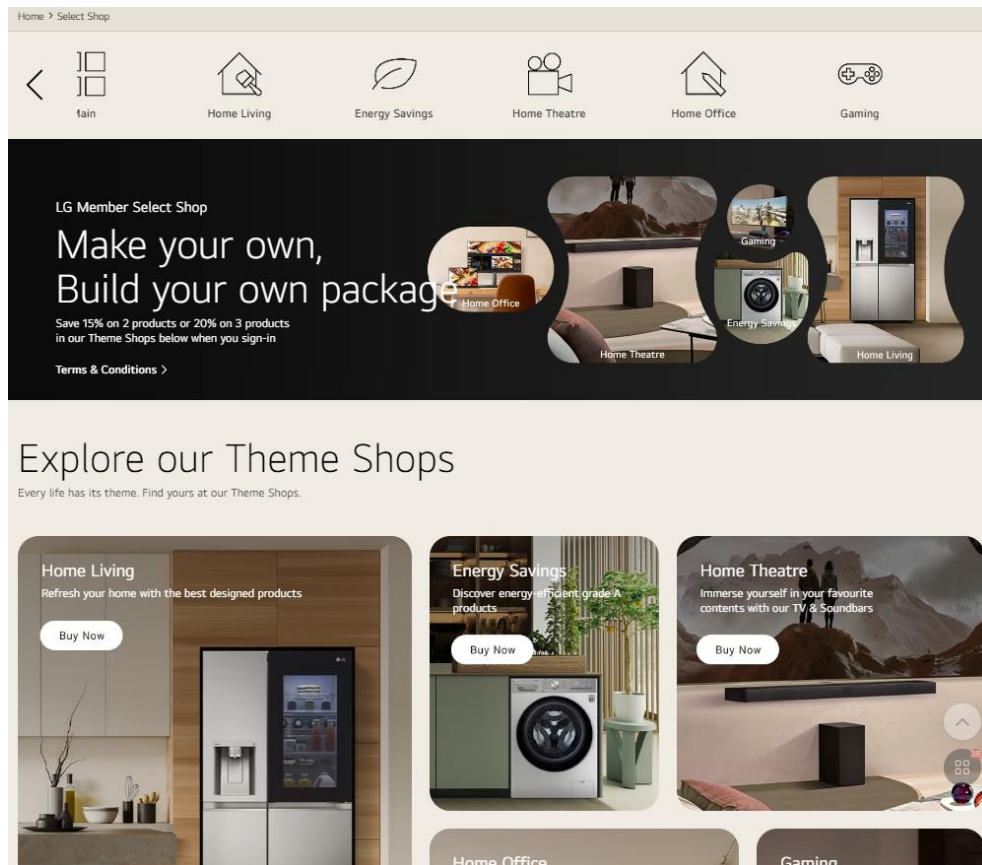
- **GP One Component(AEM Authoring)**
- **Non-Standard area(No AEM Authoring)**
- **iFrame area**
- **Page Properties**

# **New Microsite**

## **GP One Component**

# GP One Component(AEM Authoring) – W/O Product detail

- Global rules are applied if a microsite is one of components and its domain is lg.com/{locale}, which rules include **general event** tagging with common dimensions
- If event is not fired or click contents and click texts are not collected as supposed to be, contact via JIRA support desk for further assistant (<https://lge-ga-support.atlassian.net/servicedesk/customer/portal/5>)



## Events

Event Type Flag	Event Category	Event Name
G	general event	page_view
G	general event	general_link_click
G	general event	general_button_click
G	general event	general_checkbox_click
G	general event	general_tab_click
G	general event	general_selectbox_click

## Custom dimensions

Event Parameter	Type	Custom Dimension
navigation_redirect_cnt		navigation_redirect_cnt
navigation_type		navigation_type
login_id		login_id
login_status		login_status
cookie_consent_list		cookie_consent_list
cart_cnt		cart_cnt
cmpid		cmpid
compare_sku_list		compare_sku_list
customer_group		customer_group
event_type_flag		event_type_flag
event_category		event_category
interaction_hit		interaction_hit
click_location_component		click_location_component
local_time_full		local_time_full
local_time_hour		local_time_hour
local_time_date		local_time_date
page_depth		page_depth
click_content		click_content
click_text		click_text
click_url		click_url
click_element		click_element
click_link_direction		click_link_direction

Find more details on confluence


<https://lge-gmc.atlassian.net/wiki/spaces/GOP1/pages/16646740/GA+Tagging+files>

# GP One Component(AEM Authoring) – with Product detail

- If a specific condition is fulfilled, product or other named events will be fired rather than general events.
- Specific condition expected to be matched automatically if the component is authored with AEM(GP One component).
- If event is not fired or its format is not collected as supposed to be, contact via JIRA support desk for further assistant (<https://lge-ga-support.atlassian.net/servicedesk/customer/portal/5>)

All TVs & Soundbars Speakers Projectors


86QNED866QA  
LG QNED MiniLED QNED86 86  
★★★★★ 4.8 (1090)



Product Information Sheet  
£3,799.98 Save £1,300.00  
**£2,499.98**  
Or £833.33/mo. For 3 mos at 0%

Add to Package


65QNED866QA  
LG QNED MiniLED QNED86 65  
★★★★★ 4.8 (1090)



Product Information Sheet  
£4,899.98 Save £900.00  
**£999.98**  
Or £333.33/mo. For 3 mos at 0%

Out of stock  
Get Stock Alert

65QNED816QA  
LG QNED QNED81 65  
★★★★★ 4.6 (625)



Product Information Sheet  
£1,399.98 Save £701.00  
**£698.98**  
Or £232.99/mo. For 3 mos at 0%

Out of stock  
Get Stock Alert

## Events

Event Type Flag	Event Category	Event Name
P	product_buy	product_learn_more
P	product_buy	product_buy_now
P	product_buy	product_add_to_cart_click
P	product_buy	product_move_to_cart
P	product_buy	product_checkout_click
P	product_buy	product_add_to_package
P	product_buy	product_remove_from_package
P	product_buy	product_retailer_buy_online
P	product_buy	product_find_store
P	product_buy	product_stock_alert_click
P	product_buy	product_register_stock_alert

## Custom dimensions

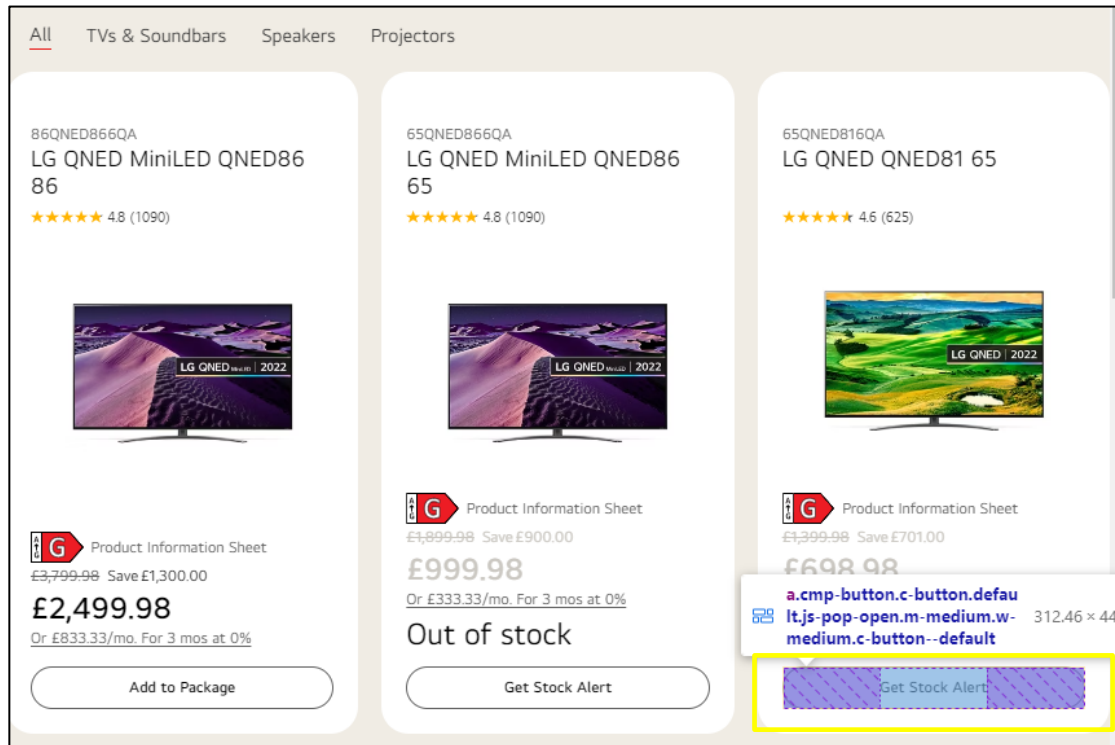
Event Parameter	Type	Custom Dimension
item_category1	p	p_item_category1
item_category2	p	p_item_category2
item_category3	p	p_item_category3
item_category4	p	p_item_category4
sku	p	p_sku
user_friendly_name	p	p_user_friendly_name
stock_status	p	p_stock_status
item_flag	p	p_item_flag
modelType	p	p_modelType
modelYear	p	p_modelYear
price	p	p_price
msrp	p	p_msrp
retailer	p	p_retailer
find_store_method	p	p_find_store_method
find_store_tab	p	p_find_store_tab
contact_method	p	p_contact_method
dealer	p	p_dealer
find_dealer_selected_bu	p	p_find_dealer_selected_bu
switch_sku	p	p_switch_sku
review_cnt	p	p_review_cnt
review_avg_score	p	p_review_avg_score
review_write_score	p	p_review_write_score

Find more details on confluence

<https://lge-gmc.atlassian.net/wiki/spaces/GOP1/pages/16646740/GA+Tagging+files>

# GP One Component(AEM Authoring) – with Product detail

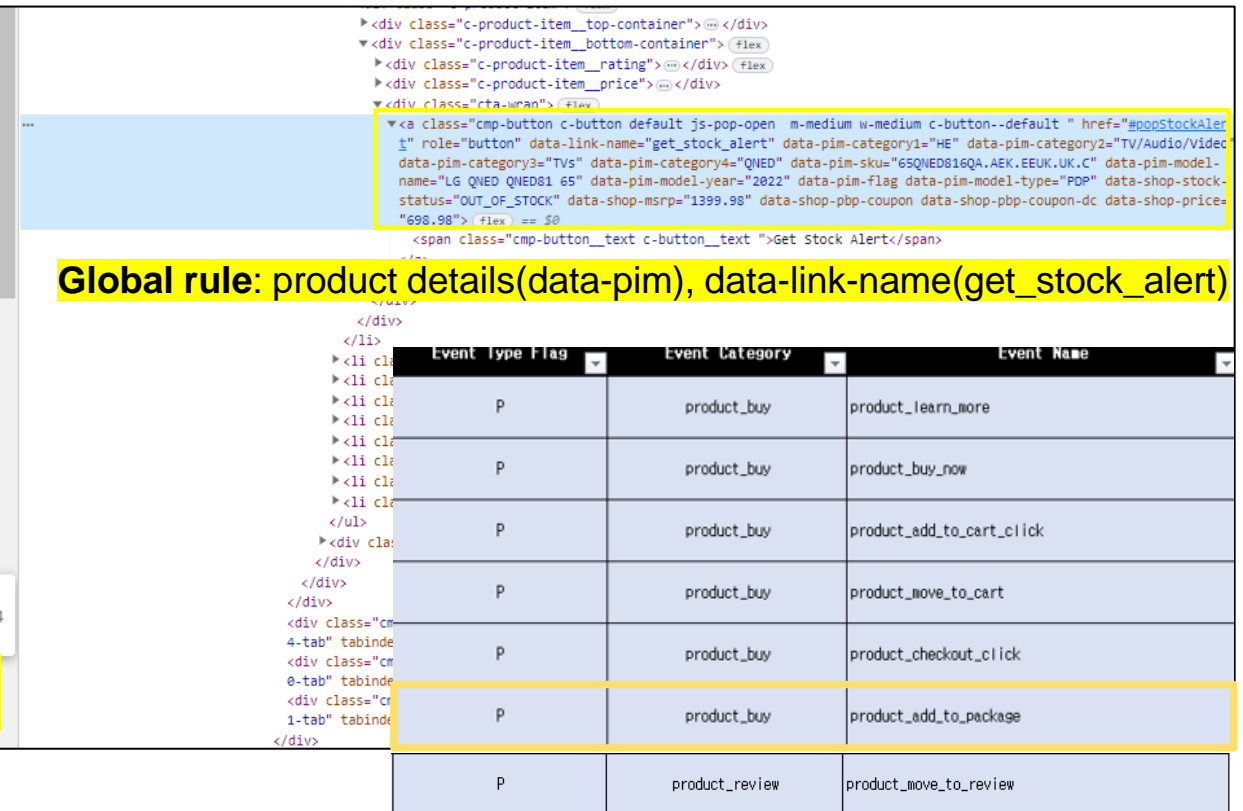
- If a specific condition is fulfilled, product or other named events will be fired rather than general events.
- Specific condition(Global rule) expected to be matched automatically if the component is authored with AEM(GP One component).
- If event is not fired or its format is not collected as supposed to be, contact via JIRA support desk for further assistant (<https://lge-ga-support.atlassian.net/servicedesk/customer/portal/5>)



The screenshot shows a product catalog with three items:

- Item 1:** 86QNED866QA LG QNED MiniLED QNED86 86. Price: £2,499.98 (Save £1,300.00). Status: Add to Package.
- Item 2:** 65QNED866QA LG QNED MiniLED QNED86 65. Price: £999.98 (Save £900.00). Status: Out of stock. Button: Get Stock Alert.
- Item 3:** 65QNED816QA LG QNED QNED81 65. Price: £698.98 (Save £701.00). Status: Get Stock Alert.

The 'Get Stock Alert' button for the third item is highlighted with a yellow box. A tooltip for this button shows the following code: `a.cmp-button.c-button.defau`, `lt.js-pop-open.m-medium.w-`, `medium.c-button--default`.



The screenshot shows the HTML markup for the 'Get Stock Alert' button, which is highlighted in yellow. The code includes attributes like `data-link-name="get_stock_alert"` and `data-pim-sku="65QNED816QA.AEK.EEUK.UK.C"`.

Below the code is a table of events:

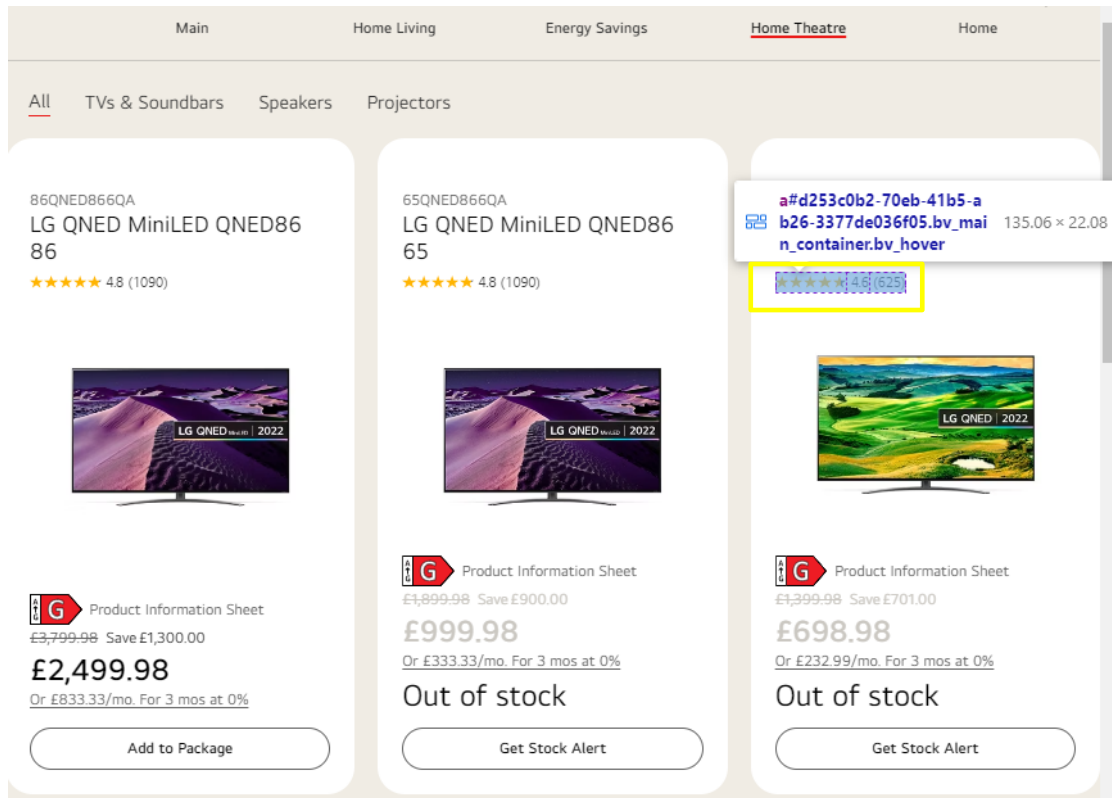
Event Type	Flag	Event Category	Event Name
P		product_buy	product_learn_more
P		product_buy	product_buy_now
P		product_buy	product_add_to_cart_click
P		product_buy	product_move_to_cart
P		product_buy	product_checkout_click
P		product_buy	product_add_to_package
P		product_review	product_move_to_review

The row for 'product\_add\_to\_package' is highlighted in yellow.

**Global rule: product details(data-pim), data-link-name(get\_stock\_alert)**

# GP One Component(AEM Authoring) – with Product detail

- If a specific condition is fulfilled, product or other named events will be fired rather than general events.
- Specific condition(Global rule) expected to be matched automatically if the component is authored with AEM(GP One component).
- If event is not fired or its format is not collected as supposed to be, contact via JIRA support desk for further assistant (<https://lge-ga-support.atlassian.net/servicedesk/customer/portal/5>)



```

<div class="rating" data-bv-show="inline_rating" data-bv-product-id="M07546591" data-bv-redirect-url="/uk/tvs-soundbars/smart-tvs/65Qned816qa/#pdp-review" data-bv-ready="true">
  <div>
    <a id="d253c0b2-70eb-41b5-ab26-3377de036f05" href="/uk/tvs-soundbars/smart-tvs/65Qned816qa/#pdp-review" class="bv_main_container bv_hover" aria-label="4.6 out of 5 stars. 625 reviews" itemprop="aggregateRating" itemscope itemtype="https://schema.org/AggregateRating"> {flex} == $0
  </div>
  <div class="bv_stars_component_container" aria-hidden="true">
    <div class="bv_stars_button_container">

```

**Global rule: css selector .ratings a, product details(data-pi**

```

0 25 25" style="width: 14px !important; height: 14px !important;"} </svg>
<svg focusable="false" xmlns="http://www.w3.org/2000/svg" width="14px" height="14px" viewBox="0 0 25 25" style="width: 14px !important; height: 14px !important;"} </svg>
<svg focusable="false" xmlns="http://www.w3.org/2000/svg" width="14px" height="14px" viewBox="0 0 25 25" style="width: 14px !important; height: 14px !important;"} </svg>
<svg focusable="false" xmlns="http://www.w3.org/2000/svg" width="14px" height="14px" viewBox="0 0 25 25" style="width: 14px !important; height: 14px !important;"} </svg>
<svg focusable="false" xmlns="http://www.w3.org/2000/svg" width="14px" height="14px" viewBox="0 0 25 25" style="width: 14px !important; height: 14px !important;"} </svg>

```

Event Type	Flag	Event Category	Event Name
P		product_buy	product_learn_more
P		product_buy	product_buy_now
P		product_buy	product_add_to_cart_click
P		product_buy	product_move_to_cart
P		product_buy	product_checkout_click
P		product_buy	product_add_to_package
P		product_review	product_move_to_review



# **New Microsite**

## **Non-Standard Content**

# Non-standard Contents(Authored W/O AEM or published with code template)

- **General events**(page\_view, general\_link\_click, general\_button\_click, general\_checkbox\_click, general\_tab\_click, general\_selectbox\_click) are fired depending on HTML type.
- Analytics data collected via contents created w/o AEM could not be guaranteed and supported

## Events

Event Type Flag	Event Category	Event Name
G	general event	page_view
G	general event	general_link_click
G	general event	general_button_click
G	general event	general_checkbox_click
G	general event	general_tab_click
G	general event	general_selectbox_click

## Custom dimensions

Event Parameter	Type	Custom Dimension
navigation_redirect_cnt		navigation_redirect_cnt
navigation_type		navigation_type
login_id		login_id
login_status		login_status
cookie_consent_list		cookie_consent_list
cart_cnt		cart_cnt
cmpid		cmpid
compare_sku_list		compare_sku_list
customer_group		customer_group
event_type_flag		event_type_flag
event_category		event_category
interaction_hit		interaction_hit
click_location_component		click_location_component
local_time_full		local_time_full
local_time_hour		local_time_hour
local_time_date		local_time_date
page_depth		page_depth
click_content		click_content
click_text		click_text
click_url		click_url
click_element		click_element
click_link_direction		click_link_direction

Raw text ←

Order	Click Content Case	Description
1	Element.querySelector("[title]")	Case when Click Element contains <b>title attribute</b>
2	Element.closest(".c-text-contents").querySelector(".title")	Case when Click Element's parent node having <b>c-text-contents class</b> and contains <b>title class</b>
3	Element.querySelector(".c-text-contents")	Case when Click Element contains <b>c-text-contents class</b>
4	Element.querySelector("h1, h2")	Case when Click Element contains <b>h1 / h2 tag</b>
5	Element.querySelector("div.title")	Case when Click Element contains <b>div.title tag and class name</b>
6	Element.closest("div.text-area").querySelector("div.title")	Case when Click Element's parent node having <b>div.text-area</b> and contains <b>div.title child node</b>
7	Element.querySelector("[alt]")	Case When Click Element contains <b>alt attribute</b>
8	Element.querySelector("[value]")	Case When Click Element contains <b>value attribute</b>
9	Element.querySelector("name")	Case When Click Element contains <b>name attribute</b>
10	Element.alt	Case When <b>alt attribute</b> assigned to Click Element
11	Element.value	Case When <b>value attribute</b> assigned to Click Element
12	Element.name	Case When <b>name attribute</b> assigned to Click Element
13	Element.textContent	Case When Click Element contains <b>textContent</b> and its length greater than 0
14	Element.id	Collect click element's id
15	Element.className	Collect click element's className



# Non-standard Contents(Authored W/O AEM or published with code template)

- **Custom format** that requires advanced understanding and skill is available besides general events.
- It is recommended checking general event first before implementing custom format, which means you do not need to set all events as custom event format.
- common dimensions(link URL, scroll depth, click element, page type, page purpose, etc.) will be also collected.

## GA4 custom event format(Microsite Custom Format)

```
dataLayer.push({
  event: "custom_event_microsite",
  "dynamic_param1": "mictosite_link_click", (static)
  "dynamic_param2": "LIFE'S GOOD AWARD DISCOVER MORE",
  "dynamic_param3": "1st banner link",
  "dynamic_param4": "{{dynamic param}}",
  "dynamic_param5": "{{dynamic param}}
});
```

**Static(Event Name):**  
 microsite\_link\_click / microsite\_button\_click  
 / microsite\_tab\_click / custom\_event

*Only listed static dynamic\_param1 will be sent to GA4*

*PII Information must not be set as any dynamic parameter*

	Page information (ga4_dataset)	dynamic_param1	dynamic_param2	dynamic_param3	dynamic_param4	dynamic_param5
Event Name	Microsite Name	Microsite_dynamic_dimension1	Microsite_dynamic_dimension2	Microsite_dynamic_dimension3	Microsite_dynamic_dimension4	Microsite_dynamic_dimension5
custom_event_microsite	CES2023	Microsite_link_click	LIFE'S GOOD AWARD DISCOVER MORE	1st banner link	{{dynamic_param4}}	{{dynamic_param5}}

If collected analytics data via custom event format is required to be set as conversion(goal), request via support desk\* to convert the custom event(dynamic\_dimension1 -> event\_name)

**Support desk:** <https://lge-ga-support.atlassian.net/servicedesk/customer/portal/5>



# Non-standard Contents(Authored W/O AEM or published with code template)

- **Custom format** that requires advanced understanding and skill is available besides general events.
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- common dimensions(link URL, scroll depth, click element, page type, page purpose, etc.) will be also collected.

## GA4 custom event format(Microsite Custom Format)

```
dataLayer.push({  
  "event": "custom_event_microsite",  
  "dynamic_param1": {{event name}}, (static)  
  "dynamic_param2": {{dynamic param}},  
  "dynamic_param3": {{dynamic param}},  
  "dynamic_param4": {{dynamic param}},  
  "dynamic_param5": {{dynamic param}}  
});
```

**Static(Event Name):**  
microsite\_link\_click / microsite\_button\_click  
/ microsite\_tab\_click / custom\_event

The screenshot displays the GA4 interface for configuring a custom event. The 'Variables' tab shows the exploration name 'Custom Event 4 microsite' and the date range 'Jan 8 - Jan 9, 2023'. The 'SEGMENTS' section is set to 'None'. The 'DIMENSIONS' section lists 'dynamic\_dimension1' through 'dynamic\_dimension5' and 'Event name'. The 'ROWS' section shows 'Event name' and 'dynamic\_dimension1' through 'dynamic\_dimension3'. The 'FILTERS' section shows two filters: 'Event name' with 'Filter: exactly matches' and 'custom\_event\_microsite' with 'Filter: exactly matches' and 'Filter: {{event name}}'. A blue arrow points from the '(static)' label in the code to the 'Event name' dimension in the interface.



# Non-standard Contents(Authored W/O AEM or published with code template)

- **Custom format** that requires advanced understanding and skill is available besides general events.
- It is recommended checking general event first before implementing custom format, which means you do not need to set all events as custom event format.
- common dimensions(link URL, scroll depth, click element, page type, page purpose, etc.) will be also collected.

## GA4 custom event format(Microsite Custom Format)

```
dataLayer.push({
  event: "custom_event_microsite",
  "dynamic_param1": "custom_event", (static)
  "dynamic_param2": {{custom_event_name}},
  "dynamic_param3": {{dynamic param}},
  "dynamic_param4": {{dynamic param}},
  "dynamic_param5": {{dynamic param}}
});
```

**Static(Event Name):**

microsite\_link\_click / microsite\_button\_click  
/ microsite\_tab\_click / custom\_event

*Only listed static dynamic\_param1 will be sent to GA4*

	Page information (ga4_dataset)	dynamic_param1	dynamic_param2	dynamic_param3	dynamic_param4	dynamic_param5
Event Name	Microsite Name	Microsite_dynamic_dimension1	Microsite_dynamic_dimension2	Microsite_dynamic_dimension3	Microsite_dynamic_dimension4	Microsite_dynamic_dimension5
custom_event_microsite	CES2023	custom_event	{{custom_event_name}}	{{dynamic_param3}}	{{dynamic_param4}}	{{dynamic_param5}}

*PII Information must not be set as any dynamic parameter*



# Non-standard Contents(Authored W/O AEM or published with code template)

- **Custom format** that requires advanced understanding and skill is available besides general events.
- It is recommended checking general event first before implementing custom format, which means you do not need to set all events as custom event format.
- common dimensions(link URL, scroll depth, click element, page type, page purpose, etc.) will be also collected.

## GA4 custom event format(Microsite Custom Format)

```
dataLayer.push({
  event: "custom_event_microsite",
  "dynamic_param1": "custom_event", (static)
  "dynamic_param2": "CES2023 banner visibility",
  "dynamic_param3": "LIVE BEYOND",
  "dynamic_param4": {{dynamic param}},
  "dynamic_param5": {{dynamic param}}
});
```

**Static(Event Name):**  
 microsite\_link\_click / microsite\_button\_click  
 / microsite\_tab\_click / custom\_event

*Only listed static dynamic\_param1 will be sent to GA4*

	Page information (ga4_dataset)	dynamic_param1	dynamic_param2	dynamic_param3	dynamic_param4	dynamic_param5
Event Name	Microsite Name	Microsite_dynamic_dimension1	Microsite_dynamic_dimension2	Microsite_dynamic_dimension3	Microsite_dynamic_dimension4	Microsite_dynamic_dimension5
custom_event_microsite	CES2023	custom_event	CES2023 banner visibility	LIVE BEYOND	{{dynamic_param4}}	{{dynamic_param5}}

*PII Information must not be set as any dynamic parameter*



# Non-standard Contents(Authored W/O AEM or published with code template)

- **Custom format** that requires advanced understanding and skill is available besides general events.
- It is recommended checking general event first before implementing custom format, which means you do not need to set all events as custom event format.
- common dimensions(link URL, scroll depth, click element, page type, page purpose, etc.) will be also collected.

## GA4 custom event format(Microsite Custom Format)

```
dataLayer.push({  
  event: "custom_event_microsite",  
  "dynamic_param1": {{event name}}, (static)  
  "dynamic_param2": {{custom_event_name}},  
  "dynamic_param3": {{dynamic param}},  
  "dynamic_param4": {{dynamic param}},  
  "dynamic_param5": {{dynamic param}}  
});
```

**Static(Event Name):**

microsite\_link\_click / microsite\_button\_click  
/ microsite\_tab\_click / custom\_event

The screenshot shows the GA4 configuration interface. The 'Variables' section is set to 'Custom' for 'Custom Event 4' with a date range of 'Jan 8 - Jan 9, 2023'. The 'Tab Settings' section is set to 'TECHNIQUE' with a 'Free form' visualization. The 'SEGMENTS' section is set to 'None'. The 'DIMENSIONS' section is expanded, showing five dynamic dimensions (dynamic\_dimension1 to dynamic\_dimension5) and one static dimension 'Event name'. The 'METRICS' section is expanded, showing 'Event count'. The 'ROWS' section is expanded, showing 'Event name', 'dynamic\_dimension1', 'dynamic\_dimension2', and 'dynamic\_dimension3'. The 'SEGMENT COMPARISONS' section is empty. The 'Start row' is set to 1, 'Show rows' is set to 100, and 'Nested rows' is set to 'No'.

The screenshot shows the GA4 filter configuration interface. The 'FILTERS' section is expanded, showing two filter rules. The first rule is for 'Event name' with a filter of 'exactly matches' and a value of 'custom\_event\_microsite'. The second rule is for 'dynamic\_dimension1' with a filter of 'exactly matches' and a value of 'custom\_event'. The third rule is for 'dynamic\_dimension2' with a filter of 'exactly matches' and a value of '{{custom\_event\_name}}'. The 'CANCEL' and 'APPLY' buttons are visible at the bottom of each filter rule.



# Non-standard Contents(Authored W/O AEM or published with code template)

- **Custom format** that requires advanced understanding and skill is available besides general events.
- It is recommended checking general event first before implementing custom format, which means you do not need to set all events as custom event format.
- common dimensions(link URL, scroll depth, click element, page type, page purpose, etc.) will be also collected.

× Create events **Example** Create

Create new events from existing events. [Learn more](#)

**Configuration**

Custom event name

**Matching conditions**  
Create a custom event when another event matches ALL of the following conditions

Parameter	Operator	Value
<input type="text" value="event_name"/>	equals	<input type="text" value="custom_event_microsite"/>
Parameter	Operator	Value
<input type="text" value="dynamic_param1"/>	equals	<input type="text" value="custom_event"/>
Parameter	Operator	Value
<input type="text" value="dynamic_param2"/>	equals	<input type="text" value="CES2023 banner visibility"/>

**Parameter configuration**

Copy parameters from the source event

Modify parameters

**Custom events**  Create

Custom event name	Matching conditions
microsite_custom_link_click	<input type="text" value="event_name equals custom_event_microsite"/> <input type="text" value="dynamic_param1 equals microsite_link_click"/> <input type="text" value="dynamic_param2 equals CES2023 banner visibility"/>

Event name	dynamic_dimension1	dynamic_dimension2	dynamic_dimension3	Event count
Totals				8 100% of total
1 CES banner visibility	custom_event	CES banner visibility	LIVE BEYOND	4
2 custom_event_microsite	custom_event	CES banner visibility	LIVE BEYOND	4

If a custom event is required to be recorded as conversion(goal), request to GA4 admin to convert the custom event. Then the value of dynamic\_dimension1 will be converted to event name.

Support desk: <https://lge-ga-support.atlassian.net/servicedesk/customer/portal/5>



# New Microsite iFrame area

# iFrame area

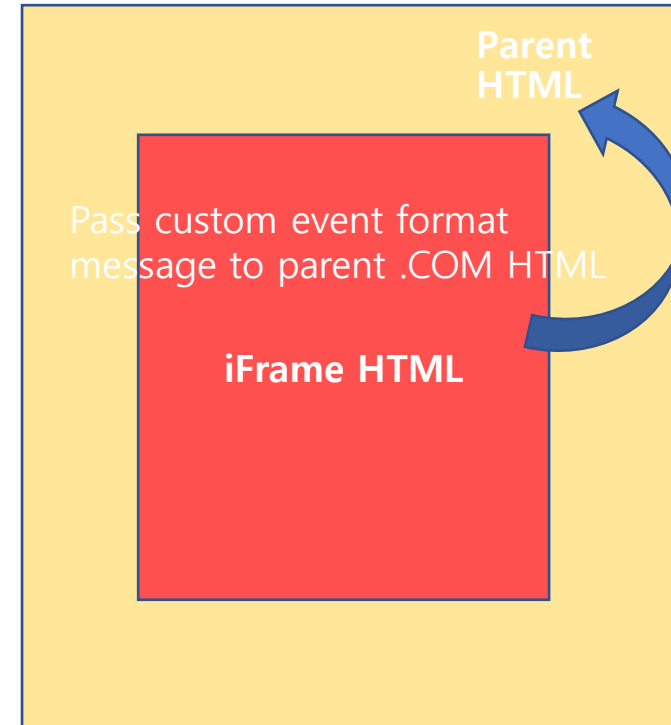
```

window.parent.postMessage(message, '*');
message = {
  "event": "custom_event_microsite",
  "dynamic_param1": "custom_event", (static)
  "dynamic_param2": "Ask where to buy",
  "dynamic_param3": "OLED",
  "dynamic_param4": {{dynamic param}},
  "dynamic_param5": {{dynamic param}}
  "lfrm_domain": "www.{{iFrame domain}}.com"
}

```

**Static(Event Name):**  
 microsite\_link\_click / microsite\_button\_click  
 / microsite\_tab\_click / custom\_event

*Only listed static dynamic\_param1 will be sent to GA4*



Event Name	Page information (ga4_dataset)	dynamic_param1	dynamic_param2	dynamic_param3	dynamic_param4	dynamic_param5
Event Name	Microsite Name	Microsite_dynamic_dimension1	Microsite_dynamic_dimension2	Microsite_dynamic_dimension3	Microsite_dynamic_dimension4	Microsite_dynamic_dimension5
custom_event_microsite	CES2023	custom_event	Ask where to buy	OLED	{{dynamic_param4}}	{{dynamic_param5}}

*PII Information must not be set as any dynamic parameter*



# New Microsite Page Properties

# New Microsite –Page Properties(Head Script)

## Legacy ( Do not use legacy format )

[Head tag Area]  
Paste code as high in the <head> of the page before any other script or CSS tags as possible.  
Codes which are in head tag are most important part for tracking.

```
<script>
var standardData = {};
standardData = {
  "siteType": "B2C",
  "pageType": "MICROSITE",
  "pdpStatus": "",
  "level1": "{{Define value on classification}}",
  "level2": "{{Define value on classification}}",
  "level3": "{{Define value on classification}}";
};
_dl =
{
  "page_name": {
    "super_category": "",
    "bu": "{{LG Business Unit}}",
    "sub_category_list": "",
    "sub_category": "",
    "page_purpose": "microsite",
    "category": ""
  },
  "country_code": "{{locale code}}",
  "language_code": "{{language code}}",
  "microsite_name": "{{campaign name}}";
};
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=!l?'dataLayer':'&l='+l+';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXX');</script>
<!-- End Google Tag Manager -->

<!-- Adobe Tag Manager -->
<script src="//assets.adobedtm.com/xxxxx/xxxxx/launch-xxxxx.min.js" async></script>
<!-- End Adobe Tag Manager -->
```

## New Properties format

[Head tag Area]  
Paste code as high in the <head> of the page before any other script or CSS tags as possible.  
Codes which are in head tag are most important part for tracking.

```
<script>
ga4_dataset =
{
  "page_info": {
    "bu": "{{LG Business Unit}}", essential
    "page_purpose": "microsite", essential
    "country_code": "{{locale code}}", essential
    "microsite_name": "{{microsite name}}", essential
  }
  "page_depth": {{IA Page depth}};
}</script>

<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=!l?'dataLayer':'&l='+l+';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXX');</script>
<!-- End Google Tag Manager -->
```

---

## 3. GTM Container Insertion

# GTM Container Insertion

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## 국가별 GTM Container ID 목록

```
<!-- Google Tag Manager -->  
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':  
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],  
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=  
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.inser  
tBefore(j,f);  
})(window,document,'script','dataLayer','GTM-XXXX');</script>  
<!-- End Google Tag Manager -->
```



# GTM Container Insertion

## [LG.com GP ONE] ANALYSIS\_OBS&GDPR

### GTM-P8QQB33

United Kingdom (UK)	Austria (AT)
Brazil (BR)	Italy (IT)
France (FR)	Switzerland (CH_FR)
Germany (DE)	Hungary (HU)
Poland (PL)	Vietnam (VN)
Netherlands (NL)	Thailand (TH)
Switzerland (CH_DE)	Portugal (PT)
Sweden (SE)	Türkiye (TR)
Czech Republic (CZ)	Singapore (SG)
	Spain (ES)

## [LG.com GP ONE] ANALYSIS\_OBS&NON-GDPR

### GTM-NH6Z9H9

Australia (AU)	Saudi Arabia (SA_EN)
India (IN)	Saudi Arabia (SA_AR)
Panama (CAC_EN)	Kazakhstan (KZ)
Chile (CL)	Canada (CA_EN)
Egypt (EG_AR)	Canada (CA_FR)
Egypt (EG_EN)	Hong Kong (HK_EN)
Mexico (MX)	Hong Kong (HK)
Peru (PE)	Colombia (CO)
Taiwan (TW)	Indonesia (ID)
	Japan (JP)
	China (CN)

## [LG.com GP ONE] ANALYSIS\_NON-OBS&GDPR

### GTM-NWRPHHL

Belgium (BE_FR)	Latvia (LV)
Bulgaria (BG)	Lithuania (LT)
Croatia (HR)	Norway (NO)
Denmark (DK)	Serbia (RS)
Estonia (EE)	Slovakia (SK)
Finland (FI)	Romania (RO)
Global (GLOBAL)	
Greece (GR)	

## [LG.com GP ONE] ANALYSIS\_NON-OBS&NON-GDPR

### GTM-T54XGRJ

Algeria (DZ)	Morocco (MA)	Tunisia (TN)
Argentina (AR)	Nepal (NP)	UAE (AE_AR)
Bangladesh (BD)	New Zealand (NZ)	UAE (AE)
Ecuador (EC)	Nigeria (AFRICA)	Kenya (EASTAFRICA)
Iran (IR)	Nigeria (AFRICA_FR)	Uzbekistan (UZ)
Israel (IL)	Panama (CAC)	Uzbekistan (UZ_RU)
Jordan (LEVANT_AR)	Philippines (PH)	Russia (RU)
Jordan (LEVANT_EN)	South Africa (ZA)	Malaysia (MY)
	Sri Lanka (LK)	Ukraine (UA)



**End of document**



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# Thank you

Let's do something great