Stape

This document is developed by Stape.
It includes all possible native Meta events for the
“GTM Templates for Custom Website”.
While it is unlikely that you will need every event type, you are encouraged to make a copy of the specification and modify it to suit your specific requirements.

← Please find the necessary event on the left side of the document in the section “**Outline**”.

View content

A visit to a web page that you care about. For example, a product or landing page. View content tells you if someone visits a web page's URL, but not what they do or see on that web page. Below example is for a product page.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so
there's no overlap if events happen on the same page
dataLayer.push({
     event: 'view_item_stape',
     ecommerce: {
          value: 12.34, // Number, two decimals, required
          currency: 'USD', // String, required
     items: [
             {
                    item_name: 'Mock Item name', // String, required
                    item_id: '1235',// String, required
                    price: 12.34, // Number, two decimals, required
                    quantity: 1, // Integer, required
                    item_category: 'Mock Item category', // String, optional but
advised if available
                    item_brand: 'Mock Item brand', // String, optional, might be
useful if you sell different brands
                    item_variant: 'Mock Item variant' // String, optional
             }
     ]
     },
```

```
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```

Add to wishlist

The addition of items to a wishlist. For example, clicking an Add to wishlist button on a website.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so
there's no overlap if events happen on the same page
dataLayer.push({
     event: 'add_to_wishlist_stape',
     ecommerce: {
          value: 12.34, // Number, two decimals, required
          currency: 'USD', // String, required
     items: [
             {
                    item_name: 'Mock Item name', // String, required
                    item_id: '1235',// String, required
                    price: 12.34, // Number, two decimals, required
```

```
                    quantity: 1, // Integer, required
                    item_category: 'Mock Item category', // String, optional but
advised if available
                    item_brand: 'Mock Item brand', // String, optional, might be
useful if you sell different brands
                    item_variant: 'Mock Item variant' // String, optional
               }
     ]
     },
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```

Add to basket

The addition of an item to a shopping cart or basket. For example, clicking an Add to cart button on a website.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so
there's no overlap if events happen on the same page
dataLayer.push({
     event: 'add_to_cart_stape',
```

```
     ecommerce: {
          value: 12.34, // Number, two decimals, required
          currency: 'USD', // String, required
     items: [
             {
                    item_name: 'Mock Item name', // String, required
                    item_id: '1235',// String, required
                    price: 12.34, // Number, two decimals, required
                    quantity: 1, // Integer, required
                    item_category: 'Mock Item category', // String, optional but
advised if available
                    item_brand: 'Mock Item brand', // String, optional, might be
useful if you sell different brands
                    item_variant: 'Mock Item variant' // String, optional
             }
     ]
     },
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
         street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```

Initiate Checkout

The start of a checkout process. For example, clicking a Checkout button.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so there's no overlap if events happen on the same page
dataLayer.push({
     event: 'begin_checkout_stape',
     ecommerce: {
          value: 12.34, // Number, two decimals, required
          currency: 'USD', // String, required
     items: [
             {
                    item_name: 'Mock Item name', // String, required
                    item_id: '1235',// String, required
                    price: 12.34, // Number, two decimals, required
                    quantity: 1, // Integer, required
                    item_category: 'Mock Item category', // String, optional but advised if available
                    item_brand: 'Mock Item brand', // String, optional, might be useful if you sell different brands
                    item_variant: 'Mock Item variant' // String, optional
             }
     ]
     },
     user_data: {  // we're going to have this object with all events that have user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading zeros. Phone numbers must include a country code
         street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' : 'true'
     }
});
```

Add payment info

The addition of customer payment information during a checkout process. For example, a person clicks on a button to save their billing information.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so
there's no overlap if events happen on the same page
dataLayer.push({
     event: 'add_payment_info_stape',
     ecommerce: {
          value: 12.34, // Number, two decimals, required
          currency: 'USD', // String, required
     items: [
             {
                    item_name: 'Mock Item name', // String, required
                    item_id: '1235',// String, required
                    price: 12.34, // Number, two decimals, required
                    quantity: 1, // Integer, required
                    item_category: 'Mock Item category', // String, optional but
advised if available
                    item_brand: 'Mock Item brand', // String, optional, might be
useful if you sell different brands
                    item_variant: 'Mock Item variant' // String, optional
             }
     ]
     },
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
         street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
```

```
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```

Purchase

The completion of a purchase, usually signified by receiving order or purchase confirmation, or a transaction receipt. For example, landing on a thank you or confirmation page.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so
there's no overlap if events happen on the same page
dataLayer.push({
     event: 'purchase_stape',
     ecommerce: {
          value: 12.34, // Number, two decimals, required
          currency: 'USD', // String, required
          tax: 2.00, // Number, two decimals, required. Push 0.00 if
non-applicable
          shipping: 0.00, // Number, two decimals, required. Push 0.00 if
non-applicable
          transaction_id: '789041ORD', // String, required, unique identifier of
order/transaction
          coupon: 'My mock coupon' // String, optional, push if available
     items: [
          {
          item_name: 'Mock Item name', // String, required
          item_id: '1235',// String, required
          price: 12.34, // Number, two decimals, required
          quantity: 1, // Integer, required
          item_category: 'Mock Item category', // String, optional but advised if
available
          item_brand: 'Mock Item brand', // String, optional, might be useful if
you sell different brands
          item_variant: 'Mock Item variant' // String, optional
          }
     ]
     },
```

```
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
           street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```

Donate

The donation of funds to your organization or cause.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so
there's no overlap if events happen on the same page
dataLayer.push({
     event: 'donate_stape',
     ecommerce: {
          value: 12.34, // Number, two decimals, optional
          currency: 'USD' // String, optional
     },
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
```

```
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```

Start trial

The start of a free trial of a product or service that you offer. For example, trial subscription.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so
there's no overlap if events happen on the same page
dataLayer.push({
     event: 'start_trial_stape',
     ecommerce: {
          value: 12.34, // Number, two decimals, optional
          currency: 'USD' // String, optional
     },
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
```

```
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```

Subscribe

The start of a paid subscription for a product or service that you offer.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({ecommerce: null}); // we want to null out the ecommerce object, so
there's no overlap if events happen on the same page
dataLayer.push({
     event: 'subscribe_stape',
     ecommerce: {
          value: 12.34, // Number, two decimals, required
          currency: 'USD' // String, required
     },
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
```

```
});
```

Complete registration

A submission of information by a customer in exchange for a service provided by your business. For example, signing up for an email subscription.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({
     event: 'sign_up_stape',
     method: 'email', // String, optional
     user_data: {  // we're going to have this object with all events that have user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' : 'true'
     }
});
```

Contact

A telephone, SMS, email, chat or other type of contact between a customer and your business.

```javascript
dataLayer = window.dataLayer || [];
dataLayer.push({
     event: 'contact_stape',
     user_data: {  // we're going to have this object with all events that have user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' : 'true'
     }
});
```

Lead

A submission of information by a customer with the understanding that they may be contacted at a later date by your business. For example, submitting a form or signing up for a trial.

```javascript
dataLayer = window.dataLayer || [];
dataLayer.push({
     event: 'lead_stape',
     user_data: {  // we're going to have this object with all events that have user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
```

```
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```

Schedule

The booking of an appointment to visit one of your locations.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({
     event: 'schedule_stape',
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
```

```
    }
});
```

Submit application

The submission of an application for a product, service or programme that you offer. For example, a credit card, educational programme or job.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({
     event: 'submit_application_stape',
     user_data: {  // we're going to have this object with all events that have user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading zeros. Phone numbers must include a country code
          street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.
          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' : 'true'
     }
});
```

Search

A search performed on your website, app or other property. For example, product or travel searches.

JavaScript

```
dataLayer = window.dataLayer || [];
dataLayer.push({
     event: 'search_submitted_stape',
     search_string: 'mySearchstring', // whatever user has put into search box
     user_data: {  // we're going to have this object with all events that have
user-data already available, for example if user is logged in
          first_name: 'Dan', // I'm outlining the maximum PII list, you obviously
need to push only what's available
          last_name: 'Murov',
          email_address: 'dan@example.com',
          phone_number: "1555555555", // Remove symbols, letters, and any leading
zeros. Phone numbers must include a country code
         street: '27 Merry Lane',
          country: "US", // 2-letter country codes in ISO 3166-1 alpha-2.

          city: "Wilmington",
          region: 'DE',
          postal_code: "19808", // no spaces and no dash
          user_id: '12345',   // this is if you have a consistent internal
user-id, recommended
          new_customer: 'true' // user has done at least 1 purchase ? 'false' :
'true'
     }
});
```