

# Why I hate GA App+Web

MeasureCamp London #14 (21.9.2019) by [@cataLuc](#)



# Lukáš Čech (in numbers)



Male human (37)

Internet (22)

Etnetera (13)

Analytics (10)

Father (5)

MeasureCamp (5)

Double father (3)

\*) as of 21. 9. 2019



# Issue #1: Forced Conventions

```
var dataLayer = [{
  "pageId": "Order",
  "pageType": "FAQ",
  "pageCategory": "FAQ",
  "currency": "DKK",
  "language": "da-DK",
  "products": [{
    "productName": "Shorts",
    "productSku": "Shorts",
    "productCategory": "Sports"
  }, {
    "productName": "Socks",
    "productSku": "Shorts",
    "productCategory": "Sports"
  }]
}];
```

```
var digitalData = {
  pageInstanceID: "order-Prod",
  page:{
    pageInfo: {
      pageID: "Order",
      destinationURL: "...",
    },
    category: {
      primaryCategory: "Men's",
      subCategory1: "Sports",
      pageType: "order"
    },
    attributes: {
      country: "DK",
      currency: "DKK",
      language: "da-DK"
    },
  },
  product: [{
    productInfo:{
      productName: "Shorts",
      sku: "sku12345",
      manufacturer: "GAP"
    }
  }, ...]
};
```

```
var utag_data = {
  "site_region": "EU",
  "site_currency": "DKK",
  "page_name": "Order",
  "page_type": "Order",
  "page_section_name": "Men's",
  "page_subcategory_name": "Sports",
  "page_category_name": "Clothing",
  "product_id": ["12", "13"],
  "product_sku": ["1234", "5678"],
  "product_name": ["Shorts", "Socks"]
};
```

```
var dataLayer = [{
  "pageId": "Order",
  "pageType": "FAQ",
  "pageCategory": "FAQ",
  "currency": "DKK",
  "language": "da-DK",
  "products": [{
    "productName": "Shorts",
    "productSku": "Shorts",
    "productCategory": "Sports"
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    "productSku": "Shorts",
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      language: "da-DK"
    },
  },
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    productInfo: {
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  "page_category_name": "Clothing",
  "product_id": ["12", "13"],
  "product_sku": ["1234", "5678"],
  "product_name": ["Shorts", "Socks"]
};
```

## Lead Generation

```
gtag(
  'event',
  'generate_lead',
  {
    'value': '2',
    'currency': 'USD',
    'transaction_id': 'x'
  }
);
```

## Checkout what? when?

```
gtag(
  'event',
  'begin_checkout',
  {
    'value': '2',
    'currency': 'USD',
    'items': [],
    'coupon': ''
  }
);
```

## And this...

```
gtag(
  'event',
  'set_checkout_option',
  {
    'checkout_step': '2',
    'checkout_option': ''
  }
);
```

**THE STRUCTURE OF THAT DATA**

**Developer**

**MAKES SO MUCH SENSE!**

# Issue #2: Ugly Names





A photograph of a camel and a snake in a desert landscape. The camel is on the left, and the snake is on the right. A diagonal black line separates the two. A speech bubble points to the camel, and another points to the snake.

**Camel  
case?**

**Snake  
case!**

# Issue #3: Recommendations for Verticals

# Supported Verticals

**Retail/Ecommerce**

**Jobs, Education, Local Deals, Real Estate**

**Travel (Hotel/Air)**

**Games**



# Issue #4: Automatic Events

**BUT WAIT**



**EVERYONE LOVES  
AUTOMATIC STUFF**

Additional resources  
for you to check



# Ongoing discussion about standards for DL:

- [Customer Experience Digital Data Layer 1.0](#), **2013!**
- Brian Kuhn's (Google) ["Data Layer Helper"](#), 2013
- Eric Driessen's ["The CEDDL: a data layer standard that never was?"](#), 2015
- Jen Kunz's ["Why \(and why not\) use a Data Layer?"](#), 2016
- Lukáš Čech's (me) ["Data Layer Ideas"](#), 2017
- Jan Exner's ["Using a CEDDL Data Layer with DTM"](#), 2017
- Jim Gordon's ["Adobe Launch Data Layer: An Appeal"](#), 2019
- Jim Gordon's ["The Event-Driven Data Layer"](#), 2019

All the good parts



[Getting Started With Google Analytics: App + Web](#)

# Homepage

Generated website to test analytics implementations.

## Lead Generation

- Lead forms tracking
- Capturing lead IDs

[To lead demo »](#)

## E-commerce

- Product and promotion views
- Wishlists and shopping carts

[To e-commerce demo »](#)

## Application flows

- Multi-step forms tracking
- Input field validations

[To wizard demo »](#)

## Internal Search

- Search phrases and categories
- Search results and navigation

[To search demo »](#)

## Interactions

- File downloads
- Tabs and accordions
- Video tracking

[To interactions demo »](#)

## Identification

- Registrations and logins
- Customer attributes

[Check the header](#)

"Little app to generate MetalSmith templated website from Firebase App."

## Step 1

### Sign in

To generate your demogram, sign in with your Google Account.



By continuing, you are indicating that you accept our [Terms of Service](#) and [Privacy Policy](#).

## Step 2

### Generate website

Your Custom Title

- Google Tag Manager
- Matomo Tag Manager

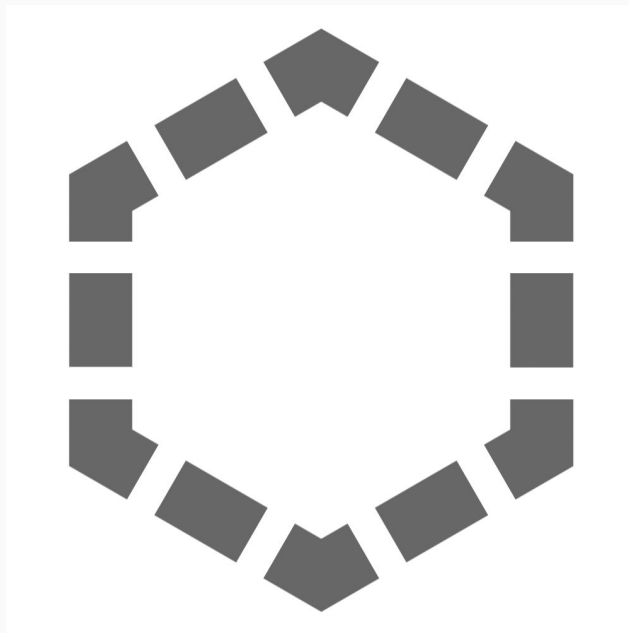
## Step 3

### Download website

Download

Made by [Lukáš Čech](#)

<https://www.demogram.cz>



I am looking for feedback. To participate write an e-mail to [ja@lukascech.cz](mailto:ja@lukascech.cz), or tweet to [@cataLuc](https://twitter.com/cataLuc)