

SecuTix Datalayer

This document describes in detail what information is exposed in the dataLayer (data layer for google) JavaScript object on the /checkout/confirmation page when the e-commerce tracking feature is enabled.

This page is the page you reach once the payment has been done.

A typical e-commerce data in the dataLayer looks like the following:

```
dataLayer
▼ Array[6] ⓘ
  ▼ 0: Object
    transactionAffiliation: "NIHON"
    transactionId: "10000009464"
    ▼ transactionProducts: Array[1]
      ▼ 0: Object
        category: "Visites / Normal"
        name: "Boxe visite vestiaires"
        price: "12.00"
        quantity: "1"
        sku: "456553738-456551524-456559916-382046438-379738695"
        ► __proto__: Object
        length: 1
        ► __proto__: Array[0]
        transactionShipping: "0.00"
        transactionTotal: "12.00"
        ► __proto__: Object
```

The information it contains is described as below:

- **transactionAffiliation**: the code of the institution
- **transactionId**: the id of the order
- **transactionProducts**: an array of product items that are purchased in the order, and each product item contains the following information:
 - **category**: describing category info of the product which is composed of the following information:
 - seat category / tariff type / advantage name (if any) / cross selling type (if purchased via cross-selling) / parent product id (if purchased via cross-selling)
- **name**: name of the product
- **price**: unit price of the product
- **quantity**: purchased quantity of the product
- **sku**: a unique identifier of the product which is composed of the following information:
 - product id – item id (if product is non-dated product) – performance id (if product is of event or parking or visit type) – seat category id – tariff type id – timeslot id (if product is timeslot) – advantage id (if any)
 - **transactionShipping**: the shipment fee of the order if there's any
 - **transactionTotal**: the total amount of the order

DISCLAIMER

Information and related materials are subject to change without notice.

keywords: data layer, google tag manager tracking e-commerce ecommerce