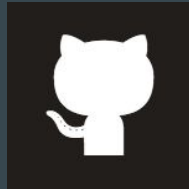


dataLayer

...

what it is and why you need it

@bighappyface



knowledge is power

and data is knowledge

data is power

control the data, control the power

getting started

dataLayer mechanics

```
dataLayer = [];
```

start with an empty array...

```
dataLayer = [{“some”: “data”}];
```

or start with some data

```
dataLayer.push({"more": "data"});
```

push data such to describe behaviors
page views, interactive events, purchases, chats

ready to go!

simple and powerful

google/data-layer-helper

handy object for getting data out of dataLayer

google tag manager

analytics, digital marketing, and more

drupal demo

datalayer and context_datalayer modules

simplytest.me

just scratching the surface

resources are free and ready

@bighappyface

