

8% COMPLETE

Referral program

Changelog

Module 1: Refresher. Overview of GTM

What is GTM, tags, triggers, and variables (9:29)

Auto-event tracking (20:59)

Data Layer (8:50)

Module 2: Diving deeper into the Data Layer

Data types in JavaScript (12:33)

Reading data from the Data Layer (11:49)

Data Layer essentials (21:31)

Google Tag Manager Data Model (21:12)

Recap (6:41)

Quiz

Module 3: Accessing custom data on a page (without developer's help)

Before we continue (2:05)

URL variable (10:11)

Changelog

Here is the list of updates that I did in this course (starting from 2021). If you decide to revisit this course, say, in 12 months, use this changelog to see what new was added.

2023

- **March 27th, 2023:** Added a lesson about [GA4 item-scoped custom dimensions](#)

2022

- **December 7th, 2022:** All settings from the *Configure* section of GA4 were moved to Admin. I added notes about that to many lessons. [You can also look at this sheet](#) to find the new locations of those features.
- **August 26th, 2022:** added an additional note (below the video) [in this lesson](#) about an easier way to configure GA4 e-commerce tags in GTM
- **May 30th, 2022:** Added [a lesson about server-side Google Ads tracking](#) (and a bonus video about how it works with consent mode)
- **February 10th, 2022:** There is now only one private Facebook group for course students. If you haven't yet, [join the main group here](#).
- **January 21st, 2022:** Added a student referral program where you can get rewarded. [Learn more](#)

2021

- **October 21st, 2021:** New bonus lesson is added about [Facebook event deduplication](#). This is needed if you are using a hybrid setup: send events to FB CAPI via GA4 (server-side) and also you send events to FB via client-side Facebook Pixel)
- **October 21st, 2021:** New lesson is added about [reusing the GA4 data layer in Universal Analytics Enhanced Ecommerce](#)
- **September 22nd, 2021:** [User ID bonus lesson](#) has been added to the course. Also, some lessons now refer to the [guide about Trigger types in SGTM](#).
- **August 13th, 2021:** FPID cookie now supports cross-domain tracking too. I added a note above the video [here](#).
- **July 27th, 2021:** the way how to configure the GA4 config tag to send to your server-side endpoint has changed. I added quick instructions below the video [in module 8](#)
- **June 29th, 2021:** GA4 renamed and changed locations of many features in the interface. [Watch/read this to stay up-to-date](#)
- **May 28th, 2021:** Added 4 new lessons to modules 8 and 9. [Server-managed GA client ID](#), [Set/rewrite cookies from the server-side](#), [Manual provision of a tagging server"](#) and [Connect multiple domains to the same tagging server](#)
- **April 13th, 2021:** Completely re-recorded the course (version 2.0)

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Discussion

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