GTM - Custom Variables Cheat Sheet

by MoakDesigns via cheatography.com/23182/cs/5050/

Contsants	
gaProperty	Tracking ID
gaDomain	Top Level Domain (value = auto)
gaCrossDomain	List of all possible subdomains or related domains

Possible Actions
- Successfully Contacted Us
- Successfully Downloaded
- Successfully Registered/Logged In
- Outbound Links
- Social Links

Generic Tags			
Tag	**Track Type**	**Fire On**	**Exceptions**
All Pageviews	Pageview	All Pages	-
All Clicks	Event	Click	-
All Forms	Event	Forms	-
Tag and the configurations			

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Not published yet.
Last updated 12th May, 2016.
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