Cheatography

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



By MoakDesigns

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