Product Impressions	
il[index]nm	il (impression list) The list or collection to which product belongs (Example:il1nm)
il[index]pi[index]nm	The name of the product impression (product impression) #
il[index]pi[index]id	The product ID or SKU of the product impression #
il[index]pi[index]pr	The price of the product impression #
il[index]pi[index]br	The brand of the product impression #
il[index]pi[index]ca	The category of the product impression #
il[index]pi[index]va	The variant of the product impression #
il[index]pi[index]ps	The product´s position in a list of the product impression #
il[index]pi[index]cd[index]	The product´s custom dimension index #
il[index]pi[index]cm[index]	The product´s custom metric index #

Promotion Impressions	
promo[index]id	Promotion ID #
promo[index]nm	Promotion Name #
promo[index]cr	Promotion Creative #
promo[index]ps	Promotion Position #

Product Info	
pa	product action (click, detail,add,remove,checkout,checkout_option,purchase,refund)
pr[index]nm	product # Name
pr[index]id	product # ID or SKU
pr[index]pr	product # Price
pr[index]va	product # Variant
pr[index]qt	product # Quantity
pr[index]-cd[index]	product # Custom Dimension #
pr[index]-cm[index]	product # Custom Metric #
pr[index]nm	product # Name...

Checkout Options	
col	Step Number
cos	Step Name

By **Nikalytics**
cheatography.com/nikalytics/

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