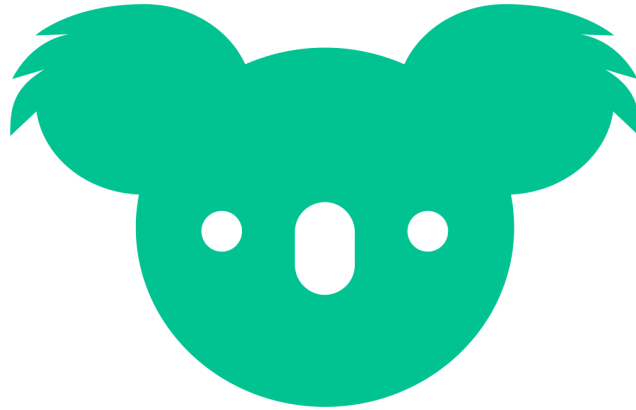




Google Tag Manager

Google Analytics 4 & Meta Pixel

28.08.25

Events

Procedure

Product

```
{
  affiliation: 'Koalect Platform',
  item_id: 'a2d3d-2d...',
  item_name: 'T-Shirt - S',
  item_brand: 'Koalect' // Client name
  item_category: 'T-Shirt', // Block label
  item_category2: 'Product',
  item_category3: 'Project', // Campaign, Client
  item_list_id: 'formulaire-de-don-c29d5' // Procedure slug
  item_list_name: 'Donation form' // Procedure name
  index: 0,
  price: 5.50,
  currency: 'EUR',
  quantity: 2
}
```

Step view

We send this event on each step.

```
{
  event: 'view_step',
  step_index: 1,
  step_name: 'success', // personal_infos, project_informations,
project_invitation, custom
  procedure_id: 'a2d3d-2d...',
  procedure_slug: 'test-a2d3d',
  procedure_category: 'donation', // create-project, project-invite
  procedure_target_type: 'Client', // Project, Campaign,
  procedure_target_id: 'a2d3d-2d...'
}
```

Step name	Category	Information
personal_infos	donation	Before last step
project_informations	create-project	Before last step
project_invitation	project-invite	Before last step
custom	all	Never Before last step or never Last step
success	all	Last step

View Item List

We send this event when the **products are displayed in the procedure**.

```
{
  event: 'view_item_list',
  ecommerce: {
    items: [Product]
  },
  procedure_id: 'a2d3d-2d...',
  procedure_slug: 'test-a2d3d',
  procedure_category: 'donation', // create-project, project-invite
  procedure_target_type: 'Client', // Project, Campaign,
  procedure_target_id: 'a2d3d-2d...'
}
```

Add to cart

We send this event when the user **has selected a product** or **added a product**.

```
{
  event: 'add_to_cart',
  ecommerce: {
    items: [Product]
  },
  procedure_id: 'a2d3d-2d...',
  procedure_slug: 'test-a2d3d',
  procedure_category: 'donation', // create-project, project-invite
  procedure_target_type: 'Client', // Project, Campaign,
  procedure_target_id: 'a2d3d-2d...'
}
```

Remove from cart

We send this event when the user **has de-selected a product** or **decreased the quantity**.

```
{
  event: 'remove_from_cart',
  ecommerce: {
    items: [Product]
  },
  procedure_id: 'a2d3d-2d...',
  procedure_slug: 'test-a2d3d',
  procedure_category: 'donation', // create-project, project-invite
  procedure_target_type: 'Client', // Project, Campaign,
  procedure_target_id: 'a2d3d-2d...'
}
```

Add payment info

We send this event when the user has **selected a payment method**.

```
{
  event: 'add_payment_info',
  ecommerce: {
    value: 16.24,
    currency: 'EUR',
    items: [Product],
    payment_method: 'bancontact', // three_d_secure, sofort, ideal, ...
  },
  procedure_id: 'a2d3d-2d...',
  procedure_slug: 'test-a2d3d',
  procedure_category: 'donation', // create-project, project-invite
  procedure_target_type: 'Client', // Project, Campaign,
  procedure_target_id: 'a2d3d-2d...'
}
```

Checkout

We send this event when the **paying procedure is submitted**. It's always before the last step.

```
{
  event: 'checkout',
  ecommerce: {
    value: 16.24,
    currency: 'EUR',
    items: [Product]
  },
  procedure_id: 'a2d3d-2d...',
  procedure_slug: 'test-a2d3d',
  procedure_category: 'donation', // create-project, project-invite
  procedure_target_type: 'Client', // Project, Campaign,
  procedure_target_id: 'a2d3d-2d...'
}
```


Transaction

We send this event when the user **paid for the procedure**.

```
{
  event: 'transaction',
  ecommerce: {
    affiliation: 'Koalect Platform',
    transaction_id: 'a2d3d-2d...',
    currency: 'EUR',
    payment_method: 'bancontact', // three_d_secure, sofort, ideal, ...
    category: 'donation', // create-project, project-invite,
    is_subscription: false,
    target_id: 'a2d3d-2d...',
    target_type: 'Client', // Project, Campaign
    value: 16,
    tax: 0,
    shipping: 0,
    coupon: '',
    fee: 0,
    items: [Product],
  },
  procedure_id: 'a2d3d-2d...',
  procedure_slug: 'test-a2d3d',
  procedure_category: 'donation', // create-project, project-invite
  procedure_target_type: 'Client', // Project, Campaign,
  procedure_target_id: 'a2d3d-2d...'
}
```

Execution new

We send this event when the user **has executed a procedure (free or paid)**.

```
{
  event: 'execution',
  ecommerce: {
    affiliation: 'Koalect Platform',
    transaction_id: 'a2d3d-2d...',
    currency: 'EUR',
    payment_method: 'bancontact', // three_d_secure, sofort, ideal, ...
    category: 'donation', // create-project, project-invite,
    is_subscription: false,
    target_id: 'a2d3d-2d...',
    target_type: 'Client', // Project, Campaign
    value: 16,
    tax: 0,
    shipping: 0,
    coupon: '',
    fee: 0,
    items: [Product],
  },
  execution_id: 'a2d3d-2d...',
  procedure_id: 'a2d3d-2d...',
  procedure_slug: 'test-a2d3d',
  procedure_category: 'donation', // create-project, project-invite
  procedure_target_type: 'Client', // Project, Campaign,
  procedure_target_id: 'a2d3d-2d...'
}
```

Project

Created

We send this event when a project has been created.

```
{
  event: 'project_created',
  project_id: 'a2e3r-2d...',
  project_slug: 'koalect-plays-kicker',
  project_name: 'Koalect plays Kicker',
  project_status: 'published', // draft
  campaign_id: 'a2d3r-2d...',
  ecommerce: {
    currency: 'EUR',
    value: 16
  }
}
```

Member joined project

We send this event when a person joins a project.

```
{
  event: 'project_member_joined',
  invite_id: 'a2e3r-2d...',
  target_id: 'a2e3r-2d...',
  target_type: 'Project',
  ecommerce: {
    currency: 'EUR',
    value: 16
  }
}
```

Deleted

We send this event when a project has been deleted.

```
{  
  event: 'project_deleted',  
  project_id: 'a2e3r-2d...',  
  project_slug: 'koalect-plays-kicker',  
  project_name: 'Koalect plays Kicker',  
  project_status: 'deleted',  
  campaign_id: 'a2d3r-2d...'  
}
```

Action

View update

We send this event when someone sees an update.

```
{
  event: 'view_update',
  update_id: 'a2d3r-2d...',
  target_type: 'Project',
  target_id: 'a2d2r-2d...'
}
```

Share

We send this event when someone shares a Project or a Procedure.

```
{
  event: 'share',
  share_method: 'Facebook', // Whatsapp, Messenger, Twitter, LinkedIn,
  Email
  target_id: 'a2d3r-2d...',
  target_type: 'Project' // Procedure
}
```

Search

We send this event when someone search something

```
{
  event: 'search',
  search_term: 'Test'
}
```

Click on link and call to action

We send an event when a user clicks on a link or on a call to action present in a custom page, in the header and in the footer.

```
{
  event: 'click_link',
  link_type: 'page', // campaign, form, custom
  link_text: 'Go to Koalect', // In current locale
  link_url: 'https://koalect.com', // In current locale
  target_id: 'b42ecc37-d715-4bcd-b861-98779f0f2223',
  target_name: 'Page', // Project, Profile, undefined
  target_params: {}
}
```

Authentication

New user

We send this event when someone creates a profile.

```
{
  event: 'register',
  auth_method: 'email'
}
```

Login

We send this event when someone signs in.

```
{
  event: 'login',
  auth_method: 'email'
}
```


Cookies & Consent

Cookies

Koalect uses a cookie to define user consent.

```
{  
  name: 'koalect_consent'  
  value: 'functional analytics' // marketing  
}
```

Consent mode

Koalect's basic configuration uses **Google's consent mode**
(<https://support.google.com/tagmanager/answer/10718549?hl=en>)