



# L'OREAL ENHANCED ECOMMERCE

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**GUIDELINES**

APRIL 22TH 2016

## → VERSIONS

VERSION	DATE	AUTHOR	E-MAIL	COMMENTS
1.0	25/02/2016	Christophe Caulet	Christophe.caulet@loreal.com	Document création
1.1	17/02/2016	Christophe Caulet	Christophe.caulet@loreal.com	Add stock variables
1.2	31/03/2016	Christophe Caulet	Christophe.caulet@loreal.com	Add replenishment variables
1.3	04/04/2016	Christophe Caulet	Christophe.caulet@loreal.com	Add tracking example (1 to 5)
1.4	04/04/2016	Christophe Caulet	Christophe.caulet@loreal.com	Change Product Click Code
1.5	12/05/2016	Benjamin Brunet	Benjamin.brunet@loreal.com	Custom dimension update
1.6	09/06/2016	Christophe Caulet	Christophe.caulet@loreal.com	Standardize the price and revenue for all ecommerce object (price excluding tax and shipping)
1.7	26/07/2016	Christophe Caulet	Christophe.caulet@loreal.com	Add « body-caring » to skincare product subcategory

## → SUMMARY

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# → L'ORÉAL - ENHANCED ECOMMERCE VARIABLES AND VALUES

Use Enhanced Ecommerce tracking even if your website is not marchand

Please choose only the user interactions that you need on your website including: product impressions, product clicks, viewing product details, Promotion impressions and clicks, adding a product to a shopping cart, initiating the checkout process, transactions, and refunds.

Product Impression, Product Click, Product Detail Impressions, Add from Cart, Remove from cart

		Example
name*	Product name or routine name	Midnight Recovery Concentrate
id*	Product SKU (provide from a compass database)	92837493847
price	Product Price (price excluding tax)	88.99
brand	Product Brand	LAN
category	productCategory/productSubcategory	fragrance/women
list	Refers to the section of the website	product page
variant	Refers to the collection that the product is under	blue herbal
position	1, 2, 3 (left-to-right, top-to-bottom)	1
dimension35	refers to the product size	30ml
dimension36	refers to the product shade	beige
dimension37	refers to the product fragrance	lavender
dimension38	refers to the number of stars on a product review	5
dimension39	refers to the stock availability	In stock
dimension40	refers to the replenishment possibility (per month)	3

Promotion Impression, Promotion Clicks

		Example
id*	The promotion ID (e.g. PROMO_1234). *Either this field or name must be set.	92837493847
name*	The name of the promotion (e.g. Summer Sale). *Either this field or id must be set.	Precision lifting and pore tichtening promotion
creative	The creative associated with the promotion (e.g. summer_banner2).	summer
position	The position of the creative (e.g. banner_slot_1).	1



# → L'ORÉAL - ENHANCED ECOMMERCE VARIABLES AND VALUES (SUITE)

Use Enhanced Ecommerce tracking even if your website is not marchand

Please choose only the user interactions that you need on your website including: product impressions, product clicks, viewing product details, Promotion impressions and clicks, adding a product to a shopping cart, initiating the checkout process, transactions, and refunds.

Purchase activity

## **purchase**

id*	Refers to the the id of the ecommerce transaction (for luxe division, please use demandware transaction id)	12344
affiliation	Store from which the transaction occurred	amazon
revenue	Refers to the total cost order (Total transaction value (price excluding tax and shipping))	210.52
tax	The total tax associated with the transaction.	21.8
shipping	The shipping cost associated with the transaction.	12
coupon	The transaction coupon code redeemed with the transaction.	LOREAL2020

## **Products**

name*	Product name or routine name	Midnight Recovery Concentrate
id*	Product SKU	92837493847
price	Product Price (price excluding tax)	88.99
brand	Product Brand	lancome
category	productCategory/productSubcategory	fragrance/women
variant	Refers to the collection that the product is under	blue herbal
quantity	The quantity of a product	2
coupon	The coupon code associated with a product	TRESORS2020
dimension35	refers to the product size	30ml
dimension36	refers to the product shade	beige
dimension37	refers to the product fragrance	lavender
dimension38	refers to the number of stars on a product review	5
dimension39	refers to the stock availability	In stock
dimension40	refers to the replenishment possibility (per month)	3

## → L'ORÉAL - ENHANCED ECOMMERCE - POSSIBLE CATEGORIE'S VALUES

Possible values

**Category**

productCategory	"fragrance" "hair" "hygiene" "make-up" "oral-cosmetics-sundries" "skin-care" "others"
productSubcategory	fragrance: "women" , "men"  hair: "care" , "color" , "texture" , "styling"  hygiene: "bath" , "deodorants" , "shaving"  make-up: "eye" , "face" , "lip" , "nail"  oral-cosmetics-sundries: "cosmectic-devices" , "oral-cosmectics" , "sundries"  skin-care: "face-caring" , "body-caring" , "face-cleansing" , "instrumental-cosmectics" , "men" , "sun"

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PRODUCT IMPRESSION



```
<script>  
// Product impressions are sent by pushing an impressions object  
// containing one or more impressionFieldObjects.  
dataLayer.push({  
  'event': 'uaevent',  
  'eventCategory': 'Ecommerce',  
  'eventAction': 'Product Impressions',  
  'ecommerce': {  
    'currencyCode': 'EUR', // Local currency is optional.  
    'impressions': [  
      {  
        'name': 'midnight-recovery-concentrate', // Name or ID is required  
        'id': '12345',  
        'price': '15.25',  
        'brand': 'LAN',  
        'category': 'fragrance/women',  
        'variant': 'blue herbal',  
        'list': 'Search Results',  
        'position': 1,  
        'dimension35': '30ml',  
        'dimension36': 'beige',  
        'dimension37': 'lavender'  
      },  
      {  
        'name': 'midnight-recovery-concentrate',  
        'id': '67890',  
        'price': '33.75',  
        'brand': 'LAN',  
        'category': 'Apparel',  
        'variant': 'blue herbal',  
        'list': 'Search Results',  
        'dimension35': '30ml',  
        'dimension36': 'black',  
        'dimension37': 'lavender'  
      }  
    ]  
  }  
});  
</script>
```

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PRODUCT CLICKS



```
<script>
/**
 * Call this function when a user clicks on a product link. This function uses the event
 * callback datalayer variable to handle navigation after the ecommerce data has been sent
 * to Google Analytics.
 * @param {Object} productObj An object representing a product.
 */
function(productObj) {
  dataLayer.push({
    'event': 'productClick',
    'eventCategory': 'Ecommerce',
    'eventAction': 'Product Click',
    'ecommerce': {
      'click': {
        'actionField': {'list': 'Search Results'}, // Optional list property.
        'products': [{
          'name': 'midnigh-recovery-concentrate', // Name or ID is required
          'id': '12345',
          'price': '15.25',
          'brand': 'LAN',
          'category': 'fragrance/women',
          'variant': 'blue herbal',
          'list': 'Search Results',
          'position': 1,
          'dimension35': '30ml',
          'dimension36': 'beige',
          'dimension37': 'lavender'
        }]
      }
    }
  },
  'eventCallback': function() {
    document.location = productObj.url
  }
});
}
</script>
```



# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PRODUCT DETAILS IMPRESSIONS



```
<script>  
// Measure a view of product details. This example assumes the detail view occurs on pageload,  
// and also tracks a standard pageview of the details page.  
dataLayer.push({  
  'event': 'uaevent',  
  'eventCategory': 'Ecommerce',  
  'eventAction': 'Product Detail',  
  'ecommerce': {  
    'detail': {  
      'actionField': {'list': 'Wheel Gallery'}, // Optional list property  
      'products': [{  
        'name': 'midnight-recovery-concentrate', // Name or ID is required.  
        'id': '12345',  
        'price': '15.25',  
        'brand': 'LAN',  
        'category': 'fragrance/women',  
        'variant': 'blue herbal',  
        'dimension35': '30ml',  
        'dimension36': 'beige',  
        'dimension37': 'lavender'  
      }  
    }  
  }  
});  
</script>
```

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – ADD TO CART



// Measure adding a product to a shopping cart by using an 'add' actionFieldObject  
// and a list of productFieldObjects.

```
dataLayer.push({  
  'event': 'addToCart',  
  'eventCategory': 'Ecommerce',  
  'eventAction': 'Add to Cart',  
  'ecommerce': {  
    'currencyCode': 'EUR',  
    'add': { // 'add' actionFieldObject measures.  
      'products': [{ // adding a product to a shopping cart.  
        'name': 'midnight-recovery-concentrate',  
        'id': '12345',  
        'price': '15.25',  
        'brand': 'LAN',  
        'category': 'fragrance/women',  
        'variant': 'blue-herbal',  
        'quantity': 1,  
        'dimension35': '30ml',  
        'dimension36': 'beige',  
        'dimension37': 'lavender'  
      }]  
    }  
  }  
}
```

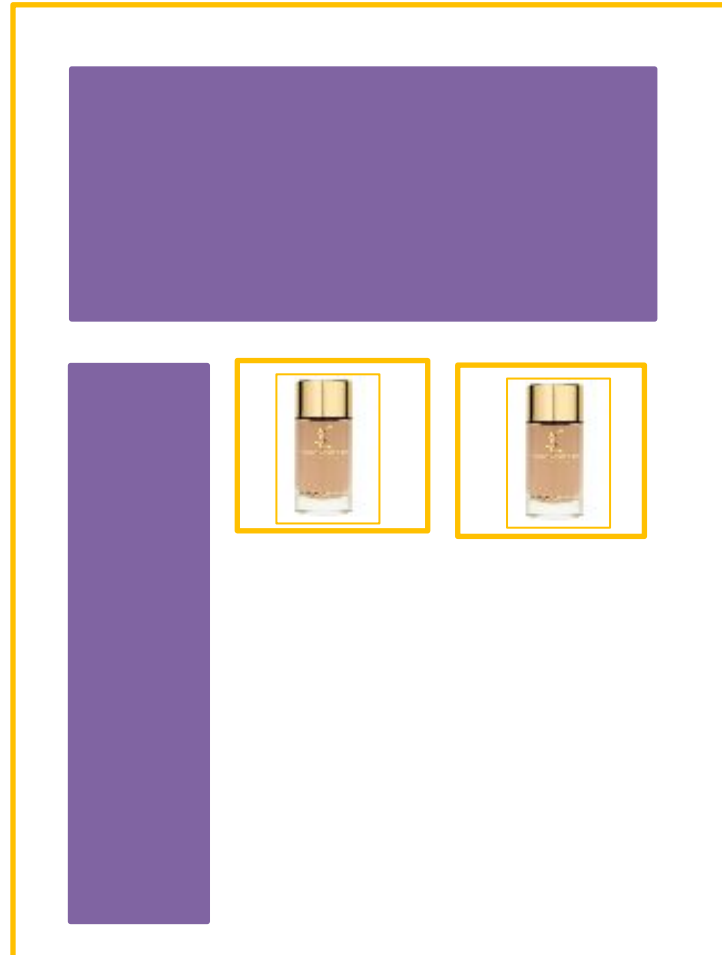
# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – REMOVE FROM CART



// Measure the removal of a product from a shopping cart.

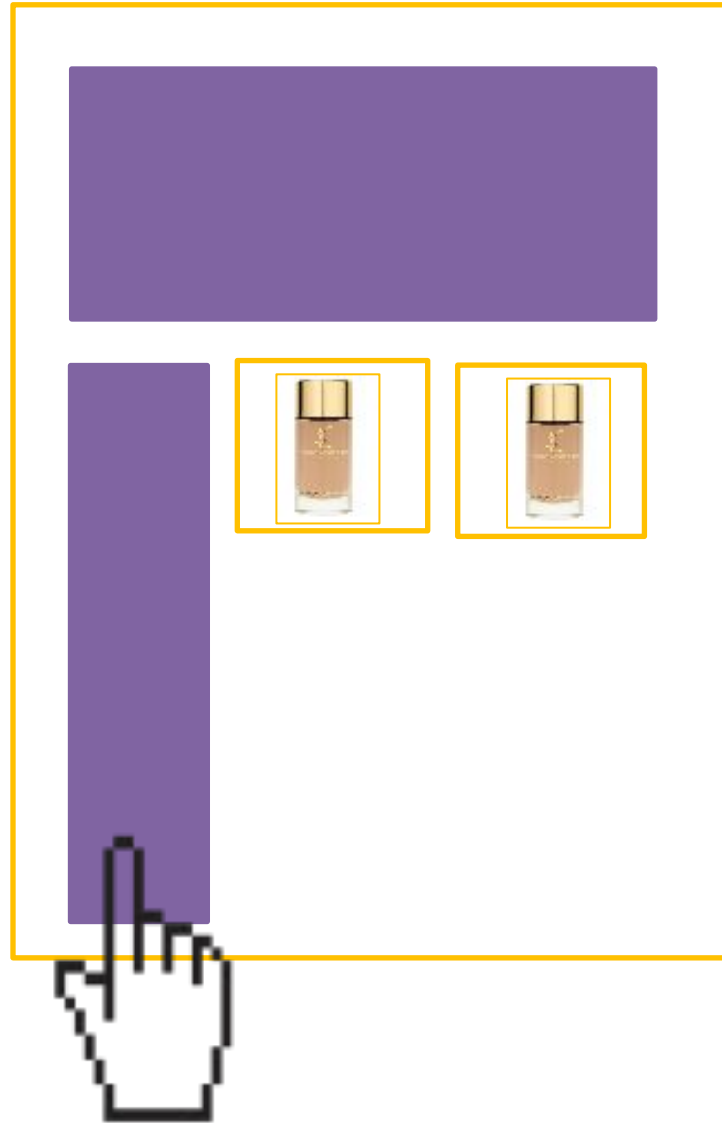
```
dataLayer.push({  
  'event': 'removeFromCart',  
  'eventCategory': 'Ecommerce',  
  'eventAction': 'Remove from Cart',  
  'ecommerce': {  
    'remove': { // 'remove' actionFieldObject measures.  
      'products': [{ // removing a product to a shopping cart.  
        'name': 'midnight-recovery-concentrate',  
        'id': '12345',  
        'price': '15.25',  
        'brand': 'LAN',  
        'category': 'fragrance/women',  
        'variant': 'blue-herbal',  
        'quantity': 1,  
        'dimension35': '30ml',  
        'dimension36': 'beige',  
        'dimension37': 'lavender'  
      }]  
    }  
  }  
});
```

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PROMOTION IMPRESSIONS



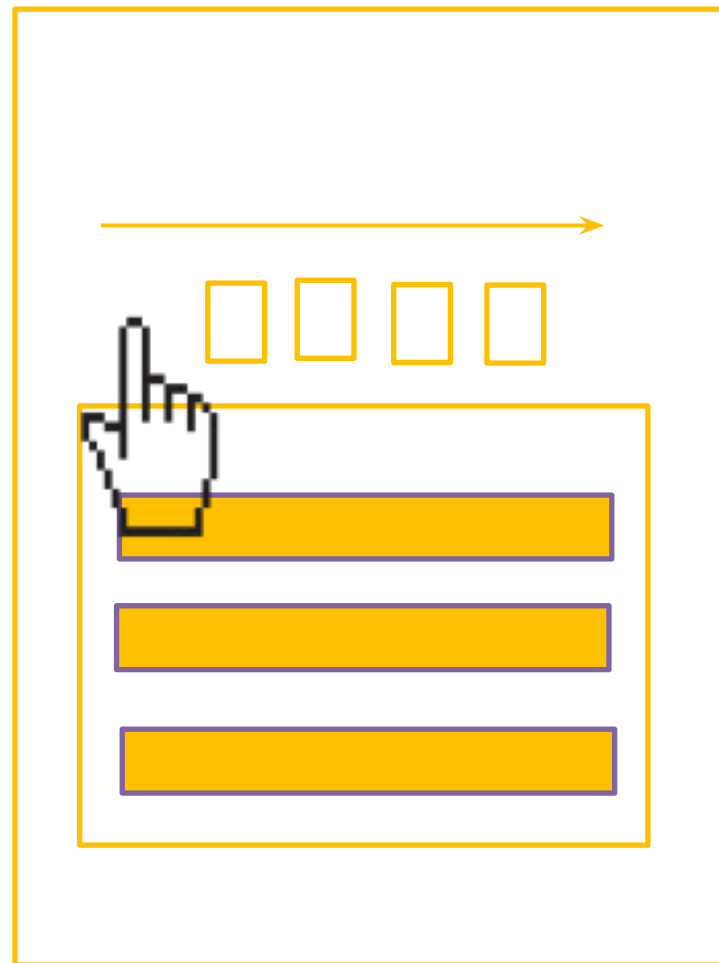
```
<script>  
// An example of measuring promotion views. This example assumes that  
// information about the promotions displayed is available when the page loads.  
dataLayer.push({  
  'event': 'uaevent',  
  'eventCategory': 'Ecommerce',  
  'eventAction': 'Promotion Impressions',  
  'ecommerce': {  
    'promoView': {  
      'promotions': [ // Array of promoFieldObjects.  
        {  
          'id': 'JUNE_PROMO13', // ID or Name is required.  
          'name': 'June Sale',  
          'creative': 'banner1',  
          'position': 'slot1'  
        },  
        {  
          'id': 'FREE_SHIP13',  
          'name': 'Free Shipping Promo',  
          'creative': 'skyscraper1',  
          'position': 'slot2'  
        }  
      ]  
    }  
  }  
});  
</script>
```

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – PROMOTION CLICKS



```
<script>
/**
 * Call this function when a user clicks on a promotion. This function uses the eventCallback
 * datalayer variable to handle navigation after the ecommerce data is sent to Google Analytics.
 *
 * @param {Object} promoObj An object representing an internal site promotion.
 */
function onPromoClick(promoObj) {
  dataLayer.push({
    'event': 'promotionClick',
    'eventCategory': 'Ecommerce',
    'eventAction': 'Promotion Click',
    'ecommerce': {
      'promoClick': {
        'promotions': [
          {
            'id': promoObj.id,           // Name or ID is required.
            'name': promoObj.name,
            'creative': promoObj.creative,
            'position': promoObj.pos
          }
        ]
      }
    },
    'eventCallback': function() {
      document.location = promoObj.destinationUrl;
    }
  });
}
</script>
```

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – CHECKOUT STEPS



Change the step number for each step in the checkout process

```
<script>
/**
 * A function to handle a click on a checkout button. This function uses the eventCallback
 * data layer variable to handle navigation after the ecommerce data has been sent to Google Analytics.
 */
function onCheckout() {
  dataLayer.push({
    'event': 'checkout',
    'eventCategory': 'Ecommerce',
    'eventAction': 'Checkout',
    'ecommerce': {
      'checkout': {
        'actionField': {'step': 1, 'option': 'Visa'},
        'products': [{
          'name': 'midnight-recovery',
          'id': '12345',
          'price': '15.25',
          'brand': 'LAN',
          'category': 'fragrance/women',
          'variant': 'blue-herbal',
          'dimension35': '30ml',
          'dimension36': 'beige',
          'dimension37': 'lavender'
          'quantity': 1
        }
      ]
    }
  }
  'eventCallback': function() {
    document.location = 'checkout.html';
  }
});
}
</script>
```



# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – TRANSACTION

**If dataLayer.push is send after the GTM snippet.**

Purchases

[www.mysite.com/buy/confirmation](http://www.mysite.com/buy/confirmation)



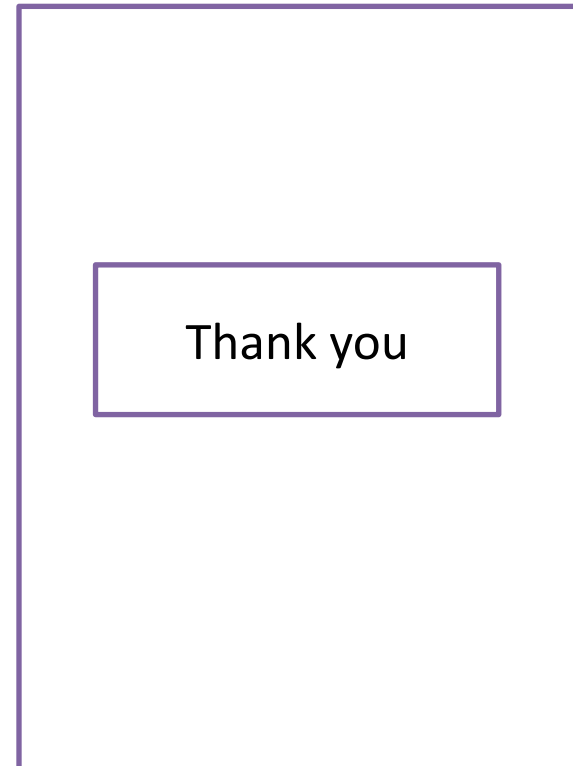
Thank you

```
<script>  
  // Send transaction data with a pageview if available  
  // when the page loads. Otherwise, use an event when the transaction  
  // data becomes available.  
  dataLayer.push({  
    'event': 'uaevent',  
    'eventCategory': 'Ecommerce',  
    'eventAction': 'Purchase',  
    'ecommerce': {  
      'purchase': {  
        'actionField': {  
          'id': 'T12345', // Transaction ID. Required for purchases and refunds.  
          'affiliation': 'Online Store',  
          'revenue': '35.43', // Total transaction value (incl. tax and shipping)  
          'tax': '4.90',  
          'shipping': '5.99',  
          'coupon': 'SUMMER_SALE'  
        },  
        'products': [{ // List of productFieldObjects.  
          'name': 'free-wheels', // Name or ID is required.  
          'id': '12345',  
          'price': '15.25',  
          'brand': 'LAN',  
          'category': 'fragrance/women',  
          'variant': 'blue-herbal',  
          'quantity': 1,  
          'dimension35': '30ml',  
          'dimension36': 'beige',  
          'dimension37': 'lavender'  
        },  
        {  
          'name': 'genius wheels',  
          'id': '67890',  
          'price': '33.75',  
          'brand': 'LAN',  
          'category': 'fragrance/women',  
          'variant': 'blue-herbal',  
          'quantity': 1,  
          'dimension35': '30ml',  
          'dimension36': 'beige',  
          'dimension37': 'lavender'  
        }  
      ]  
    }  
  }  
});  
</script>
```

# → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – TRANSACTION

**If you don't use `dataLayer.push` and declare the purchase variables within the data layer object.**

Purchases  
[www.mysite.com/buy/confirmation](http://www.mysite.com/buy/confirmation)



```
<body>
<script> dataLayer = [{
  'ecommerce': {
    'purchase': {
      'actionField': {
        'id': 'T12345', // Transaction ID. Required for purchases and refunds.
        'affiliation': 'Online Store',
        'revenue': '35.43', // Total transaction value (incl. tax and shipping)
        'tax': '4.90',
        'shipping': '5.99',
        'coupon': 'SUMMER_SALE'
      },
      'products': [{ // List of productFieldObjects.
        'name': 'midnight-recovery-concentrate', // Name or ID is required.
        'id': '12345',
        'price': '15.25',
        'brand': 'LAN',
        'category': 'fragrance/women',
        'variant': 'blue-herbal',
        'quantity': 1,
        'dimension35': '30ml',
        'dimension36': 'beige',
        'dimension37': 'lavender'
      },
      {
        'name': 'midnight-recovery-cont',
        'id': '67890',
        'price': '33.75',
        'brand': 'LAN',
        'category': 'fragrance/women',
        'variant': 'blue-herbal',
        'quantity': 1,
        'dimension35': '30ml',
        'dimension36': 'beige',
        'dimension37': 'lavender'
      }
    ]
  }
}];
</script> <!-- Google Tag Manager -->
...
<!-- End Google Tag Manager -->
```

## → L'ORÉAL - ENHANCED ECOMMERCE ACTIVITIES – EVENT NON INTERACTION

In this case, we want some enhanced ecommerce events to be excluded from bounce rate calculations because they don't track visitor interaction.

We mark these events as non-interaction events in the generic event tags, so that they don't affect the bounce rate for the page.

See below the script from eventNonInteraction variable



The screenshot shows a configuration interface for a variable named "eventNonInteraction". The interface has a sidebar on the left with two steps: "1 Choose Type" (marked with a green checkmark) and "2 Configure Variable" (marked with a blue circle). Under "Choose Type", a button labeled "Custom JavaScript" is selected. Under "Configure Variable", there is a text area labeled "Custom JavaScript" containing the following code:

```
1 function () {
2
3   var eventAction = {{eventAction}};
4   var regex = new RegExp('Percentage|Fold|Product (Impressions|Detail)|Promotion Impressions');
5   var eventNI = regex.test(eventAction);
6
7   return eventNI;
8
9 }
```

In the top right corner, there is a dropdown menu labeled "Unfiled items" with a downward arrow.

Percentage and Fold are used for non interaction scroll event





# ENHANCED ECOMMERCE

EXAMPLE

L'ORÉAL

You will probably experience some difficulties.  
This is the reason why, we will give you  
details and advice about the best  
measurement way.

## → L'ORÉAL – EXAMPLE 1



### RETAILERS REDIRECTION TRACKING

**COMPLETE YOUR PURCHASE**

Thinking to buy in store instead?

The products in your bag are available at these online retailers. Select one to view current stock availability, price details and complete your purchase.

[FIND A STORE NEAR YOU](#)

Product	Description	Unit Price	Qty	Subtotal
	REVITALIFT® TRIPLE POWER™ CONCENTRATED SERUM	\$15.49	1	\$15.49
	SUPERSTAR MASCARA TRIPLE POWER™ CONCENTRATED SERUM			OUT OF STOCK

ESTIMATED TOTAL AT TARGET: \$15.49  
Price reflects total for the available item(s)

[CONTINUE SHOPPING](#) [BUY ON AMAZON.COM](#)

```
<script>
  dataLayer.push({
    "event": "uaevent",
    "eventCategory": "Ecommerce",
    "eventAction": "redirection::$storeName",
    "eventLabel":
"$idProduct1-$price1::$idProduct2-$price2::$idProductX-$
priceX"
  });
</script>
```

If your website allows users to purchase on retailers with redirection link, **use strictly this tracking event method.** Please **do not simulate a purchase** with enhance ecommerce and push only an event in order to avoid skewing the ecommerce results in Google Analytics.



## → L'ORÉAL – EXAMPLE 2

### PRODUCT SIZE



La Vie Est Belle Eau De Parfum

Eau De Parfum

★★★★★ 298 Avis

Embellissez votre vie avec La vie est belle, le parfum féminin iconique de Lancôme. Incarné par Julia Roberts, La vie... [Voir plus](#)

50 ml Qté : 1 ▼

30 ml

50 ml

75 ml

100 ml

200 ml

TER À MA SÉLECTION ^

### PRODUCT COLOUR



Infaillible Liner 24H NOUVEAUTÉ

313 Irresistible Kaki ★★★★★ Lire les avis (1) > Donnez votre avis

Color selection: [Teal] [Grey] [Dark Grey] [Blue] [Light Blue] [Light Teal] [Gold]

10,00 €

Quantité 1 ▼

[AJOUTER AU PANIER](#)

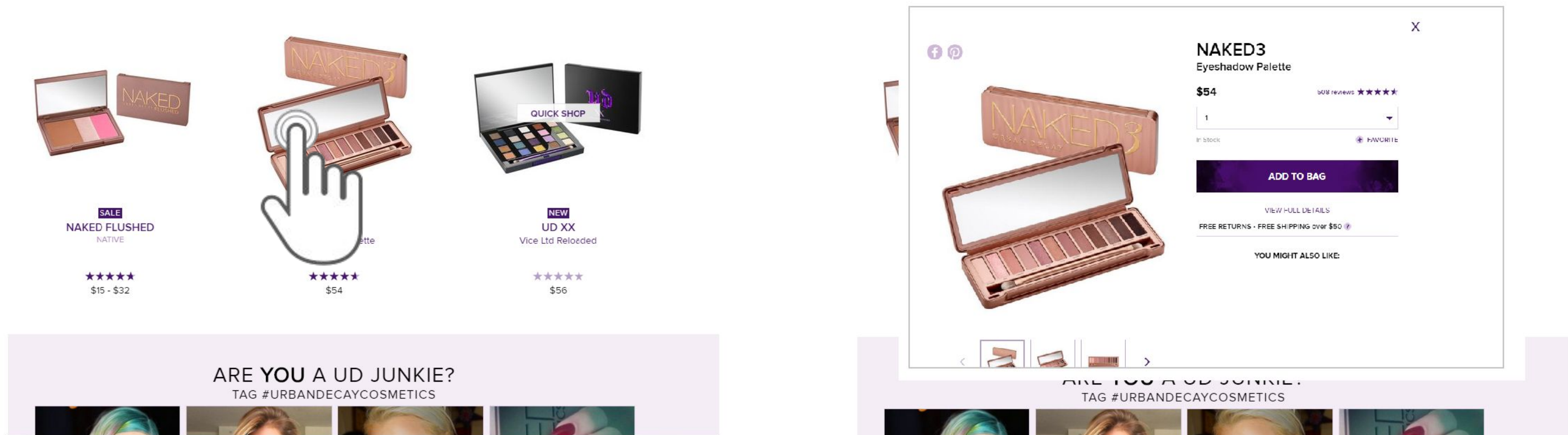
[Acheter sur un site partenaire](#)

When the user change the product size or the product shade, an new **product detail impression has to be pushed but no virtual page view has to be created.**



## → L'ORÉAL – EXAMPLE 3

### POP IN WITH PRODUCT INSIDE



So for this example, you will have three product impression on left. **And when the user click on a product, you will have to create a virtual page view and a product detail impression.** To be able to distinguish product detail impression from pop-in to other place, name your list variable precisely.

# → L'ORÉAL – EXAMPLE 4

## ROUTINE TRACKING



Click to enlarge



Add to Favorites / Send to a Friend / Share

Anti-Wrinkle Advanced Age Correcting  
with Tinted UV Protection Routine

SELECT COLOR



Light

**ADD ALL TO BAG**

Ships in 1-2  
business days

**Total: \$253.00**

SHOP PRODUCTS INDIVIDUALLY +



Click to enlarge



Add to Favorites / Send to a Friend / Share

Anti-Wrinkle Advanced Age Correcting  
with Tinted UV Protection Routine

SELECT COLOR



Fair / Light

**ADD ALL TO BAG**

Ships in 1-2  
business days

**Total: \$253.00**

SHOP PRODUCTS INDIVIDUALLY

Powerful-Strength Line-Reducing Concentrate



SELECT SIZE

1.7 fl. oz. Bottle 2.5 fl. oz. Bottle

\$60.00

QUANTITY

1

**ADD TO BAG**

In Stock

Midnight Recovery Concentrate



SELECT SIZE

1.0 fl. oz. Bottle 1.7 fl. oz. Bottle

\$46.00

QUANTITY

1

**ADD TO BAG**

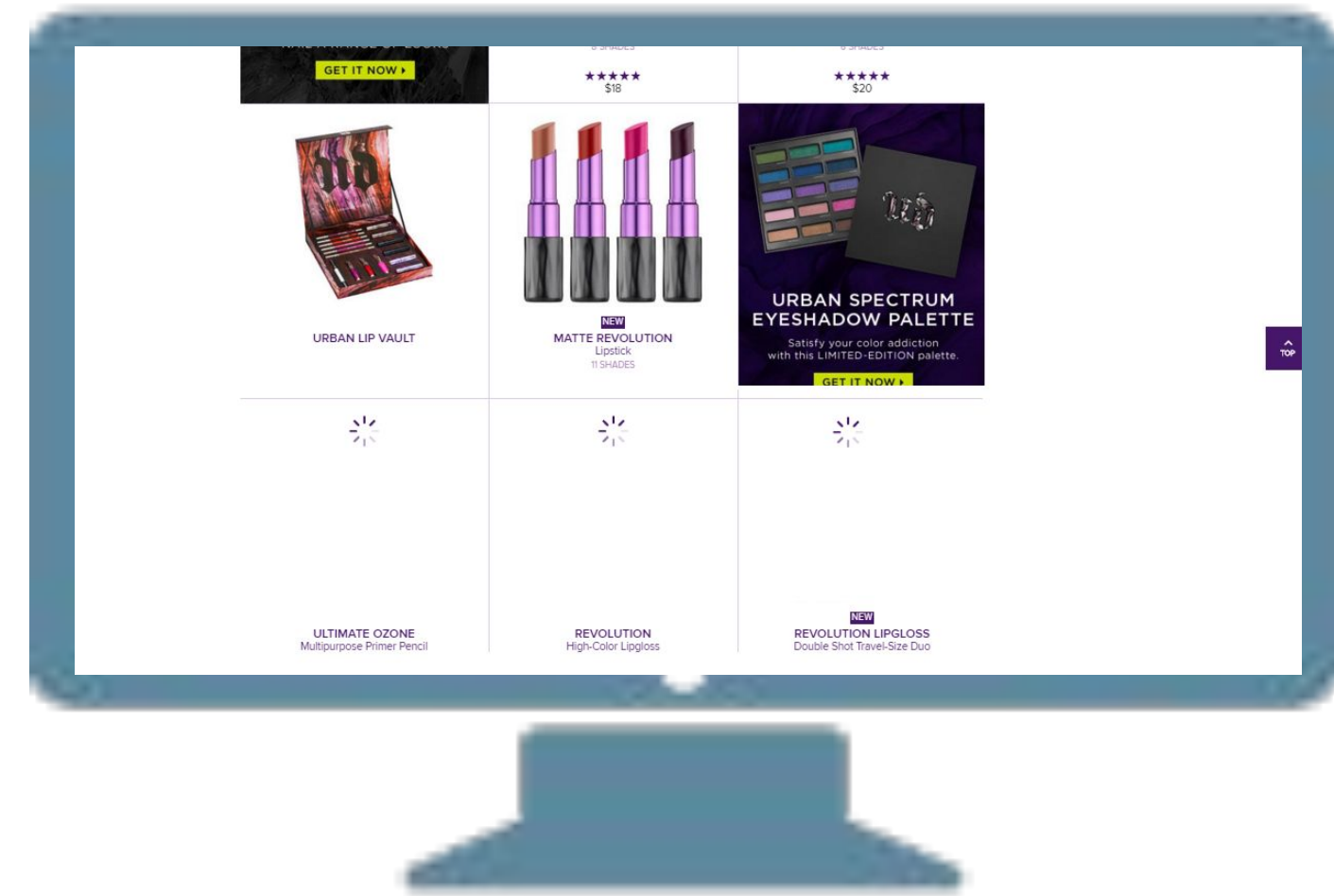
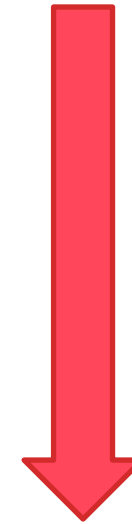
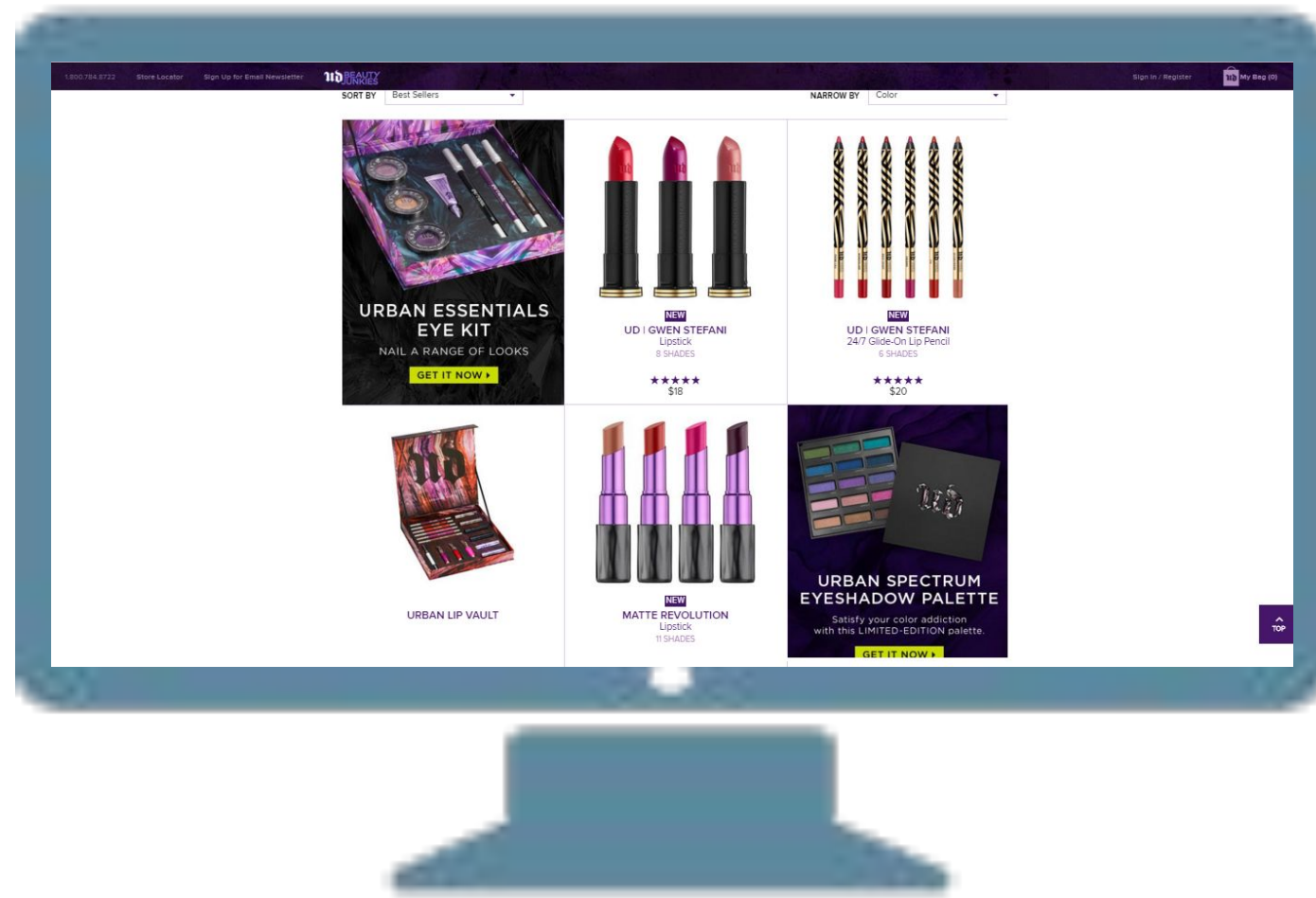
In Stock

Super Multi-Corrective Eye-Opening Serum

So for this example, you will have one product detail impression on left (as a package with a unique ID and the name of the routine). **When the user clicks on the “ADD ALL TO BAG” button**, please add at the same time all product in a “Add to Cart” hit. **If the user clicks on a “SHOP PRODUCT INDIVIDUALLY”**, you will have to push product impression for each product seen and add ecommerce interaction as add to bag on each of them.

## → L'ORÉAL – EXAMPLE 5

### PRODUCT IMPRESSION AND SCROLL



When the user scrolls down a page, the products appear one by one. You will have to push product impression for each product appearing and add ecommerce interaction as product clicks or add to bag on each of them.