

Data Dictionary V2

Optimizing insights, minimizing work

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Current Situation

• Previous Milestones:

- GTM, GA4 and BQ Brand/Account overview
- Data Dictionary for Peugeot Private Lease & Financial Lease

• Problem ran into:

- Differences between brands

GTM, GA4 & BQ Overview

Brand	GTM Account ID	GTM Account Name	GTM Container ID	GTM Container Name
Peugeot	606115125	Stellantis - Peugeot - GA4 - All Markets	GTMHQ35R85	Peugeot - GA4 - NL - Netherlands
	212209	PSA - Peugeot - All Markets	GTMHQ62C2	Peugeot - NL - Netherlands
	103105323	PSA - Peugeot - Media - All Markets	GTMHQ75T79	Peugeot - Media - NL - Netherlands
Citroen	213309	PSA - Citroen - All Markets	GTMHQ3W8F	Citroen - NL - Netherlands
	103103610	PSA - Citroen - Media - All Markets	GTMHQV02C	Citroen - Media - NL - Netherlands
	600505967	Stellantis - Citroen - GA4 - All Markets	GTMHQ3Z2C	Citroen - GA4 - NL - Netherlands
DS Automobiles	2405395	PSA - DS - All Markets	GTMHQMLN	DS - NL - Netherlands
	103104752	PSA - DS - Media - All Markets	GTMHQMLNCP	DS - Media - NL - Netherlands
	600116043	Stellantis - DS - GA4 - All Markets	GTMHQMLNCP	DS - GA4 - NL - Netherlands
Alfa Romeo	600664419	Stellantis - Alfa Romeo - GA4 - All Markets	GTMHQX0B5	Alfa Romeo - GA4 - NL - Netherlands
	600450994	Stellantis - Alfa Romeo - All Markets	GTMHQVBEON	Alfa Romeo - NL - Netherlands
	600439731	Stellantis - Alfa Romeo - Media - All Markets	GTMHQVBEON	Alfa Romeo - Media - NL - Netherlands
Fiat	600333622	Stellantis - Fiat - All Markets	GTMHQJ8F37	Fiat - Media - NL - Netherlands
	600664349	Stellantis - Fiat - GA4 - All Markets	GTMHQJ8F37	Fiat - GA4 - NL - Netherlands
	600107706	Stellantis - Fiat - All Markets	GTMHQJ8F37	Fiat - NL - Netherlands
Abarth	600127419	Stellantis - Abarth - All Markets	GTMHQJ8F37	Abarth - NL - Netherlands
	201840337	PSA - Opel/Vauxhall - Media - All Markets	GTMHQJ8F37	Opel - Media - NL - Netherlands
	201840337	PSA - Opel/Vauxhall - All Markets	GTMHQJ8F37	Opel - All Markets - NL - Netherlands
Jeep	600664411	Jeep - GA4 - NL - Netherlands	GTMHQJ8F37	Jeep - GA4 - NL - Netherlands
	600401222	Stellantis - Jeep - All Markets	GTMHQJ8F37	Jeep - NL - Netherlands
	600401220	Stellantis - Jeep - Media - All Markets	GTMHQJ8F37	Jeep - Media - NL - Netherlands
Lancia	600503774	Stellantis - Lancia - All Markets	GTMHQJ8F37	Lancia - NL - Netherlands
	600503740	Stellantis - Lancia - GA4 - All Markets	GTMHQJ8F37	Lancia - GA4 - NL - Netherlands
	600503707	Stellantis - Lancia - Media - All Markets	GTMHQJ8F37	Lancia - Media - NL - Netherlands

Brand	GA4 ID	GA4 Name	GA4 Measurement ID	BigQuery Project ID	BigQuery Project Name
Peugeot	276816532	Peugeot NL Roll Up - GA4	G-72FQH19V479	psa-dna-netbooster	psa-pdg
Citroen	273755428	Citroen NL Roll Up - GA4	G-PMPQPP5V1H	psa-dna-netbooster	psa-pdg
		Citroen NL Roll Up - GA4	GA-4038772-1		
DS Automobiles	276468943	DS NL Roll Up - GA4	G-LGNBALT53D	psa-dna-netbooster	psa-pdg
Alfa Romeo	312148445	Alfa Romeo NL Roll Up - GA4	G-28KJLK7J19	psa-dna-netbooster	psa-pdg
Fiat	311882930	Fiat NL Roll Up - GA4	G-N6VIMC5BCP	psa-dna-netbooster	psa-pdg
		Fiat Pro NL Roll Up - GA4	G-51N8H1P1C12		
Abarth	312009956	Abarth NL Roll Up - GA4	G-RTYQJGDD1	psa-dna-netbooster	psa-pdg
Opel	276481657	Opel Vauxhall NL Roll Up - GA4	G-12GJVB6D3M	psa-dna-netbooster	psa-pdg
Jeep	311335539	Jeep NL Roll Up - GA4	G-VK3Z7H0V4QH	psa-dna-netbooster	psa-pdg
Lancia	350907085	Lancia NL Roll Up - GA4	G-2L3D36FTTHY	psa-dna-netbooster	psa-pdg

Peugeot Data Dictionary

	Field Name	Field Type	Field Description	Field ID	Field Name	Field Type	Field Description	Field ID
PSA	psa_brand	String	Brand name	276816532	psa_brand	String	Brand name	276816532
	psa_model	String	Model name	276816532	psa_model	String	Model name	276816532
	psa_color	String	Color name	276816532	psa_color	String	Color name	276816532
	psa_year	String	Year	276816532	psa_year	String	Year	276816532
	psa_registration	String	Registration number	276816532	psa_registration	String	Registration number	276816532
	psa_vin	String	VIN	276816532	psa_vin	String	VIN	276816532
	psa_engine	String	Engine	276816532	psa_engine	String	Engine	276816532
	psa_transmission	String	Transmission	276816532	psa_transmission	String	Transmission	276816532
	psa_drive	String	Drive	276816532	psa_drive	String	Drive	276816532
	psa_fuel	String	Fuel	276816532	psa_fuel	String	Fuel	276816532
PSA	psa_brand	String	Brand name	276816532	psa_brand	String	Brand name	276816532
	psa_model	String	Model name	276816532	psa_model	String	Model name	276816532
	psa_color	String	Color name	276816532	psa_color	String	Color name	276816532
	psa_year	String	Year	276816532	psa_year	String	Year	276816532
	psa_registration	String	Registration number	276816532	psa_registration	String	Registration number	276816532
	psa_vin	String	VIN	276816532	psa_vin	String	VIN	276816532
	psa_engine	String	Engine	276816532	psa_engine	String	Engine	276816532
	psa_transmission	String	Transmission	276816532	psa_transmission	String	Transmission	276816532
	psa_drive	String	Drive	276816532	psa_drive	String	Drive	276816532
	psa_fuel	String	Fuel	276816532	psa_fuel	String	Fuel	276816532

Differences (Example)

Jeep

VS

Peugeot

Trigger Configuration

Trigger Type

 Custom Event

Event name

cc-start

This trigger fires on

url matches RegEx (ignore case) .*

cj_cookie_checker_ana contains true

References to this Trigger

 ANA - Event - GA4 - config_start
Tag

Trigger Configuration

Trigger Type

 Custom Event

Event name

gdprconsent/updatevirtualpath ✓ Use regex matching

This trigger fires on

url matches RegEx (ignore case) .*

dl_pageCategory matches RegEx (ignore case) configurator

dl_mainStepIndicator equals 1

cj_cookie_checker_ana contains true

References to this Trigger

 ANA - Event - GA4 - config_start
Tag

Approach

Shift focus of Data Dictionary

From

What is the origin of all data in the main GA4 account?



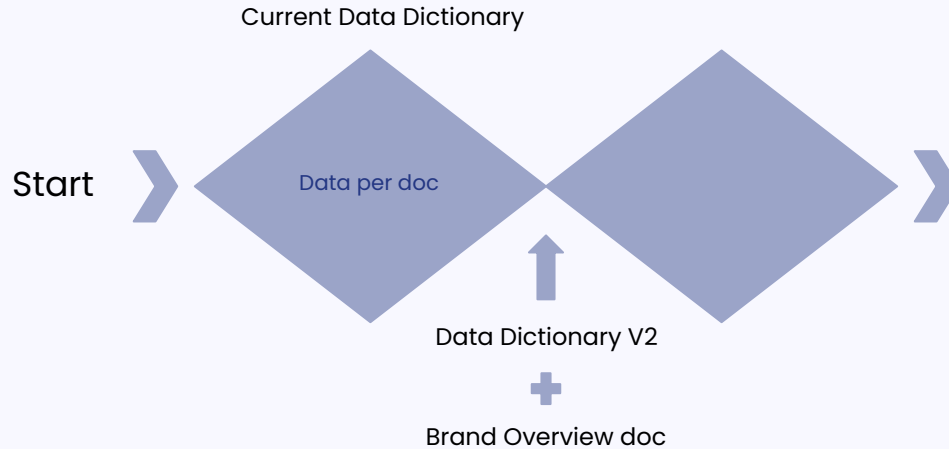
To

How are events implemented in GTM?

What are the major differences?

Approach

Streamlining process



Prioritization is Key

Your input is appreciated!

- **Time-Savings Approach:**
 - **Prioritized Events:** Let's make a list with the most important events for current events!

Recommendations

Must have	Could have
config_start	showroom_view
config_step_view	vehicle_view
config_finished	lead_hot (currently disabled for some brands)
form_start	
form_step_view	
form_complete	
uaevent	

Prioritization is Key

Your input is appreciated!

- **Time-Savings Approach:**

- **Prioritized Events:** Let's make a list with the most important events for current events!
- **Key Attributes:** Identify crucial parameters that need to be consistent (e.g., trigger implementation, why).

- **Identifying Most Critical Insights:**

- Streamline current data dictionary
- Focus on gaps between current brands

Website	Event (in GA4)	Functional description	GA Property	GA4/UA	Property Name	Measurement ID	Source	GTM container	GTM container name	GTM container comments	Tag in GTM
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Website	Event (in GA4)	Functional description	Tag in GTM	Trigger	Trigger Type	Trigger initialization	Event Parameter Set
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Methodology & Structuring

Step-by-Step Data Mapping

- **Event Identification**
 - Map chosen events (and their configuration)
 - Map triggers of corresponding events (and how they are implemented)
- **Cross-Brand Comparison:**
 - Highlight and describe differences across brands
 - Example: Next Slide

Methodology & Structuring (Example)

Step-by-Step Data Mapping

Website	Event (in GA4)	Functional description	Event Parameter Set	Tag in GTM	Trigger name	Trigger Type	Trigger fires on
https://privatelease.alfaromeo.nl/	config_finished	User arrives at the summary step of the Car Configurator	{{Basic Configuration Event Settings}}	ANA - Event - GA4 - config_finished	ANA - Config finished	Custom event	url matches RegEx (ignore case). * cj_cookie_checker_ana contains true
https://privatelease.alfaromeo.nl/	config_plus2						
https://privatelease.alfaromeo.nl/	config_start						
https://privatelease.alfaromeo.nl/	config_step_view						
https://privatelease.alfaromeo.nl/	form_complete						
https://privatelease.alfaromeo.nl/	form_start						
https://privatelease.alfaromeo.nl/	form_step_view						
https://privatelease.alfaromeo.nl/	page_view						
https://privatelease.alfaromeo.nl/	showroom_view						
https://privatelease.alfaromeo.nl/	uaevent	Use of navigation buttons within the car configurator					
https://privatelease.alfaromeo.nl/	vehicle_view						
https://privatelease.alfaromeo.nl/	lead_hot						
https://privatelease.abarth.nl/	config_finished	User arrives at the summary step of the Car Configurator					
https://privatelease.abarth.nl/	config_plus2						
https://privatelease.abarth.nl/	config_start						
https://privatelease.abarth.nl/	config_step_view						
https://privatelease.abarth.nl/	form_complete						
https://privatelease.abarth.nl/	form_start						
https://privatelease.abarth.nl/	form_step_view						
https://privatelease.abarth.nl/	page_view						
https://privatelease.abarth.nl/	showroom_view						
https://privatelease.abarth.nl/	uaevent	Use of navigation buttons within the car configurator					
https://privatelease.abarth.nl/	vehicle_view						
https://privatelease.abarth.nl/	lead_hot						

For questions, feel free to send us an email at:

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