Tracking conversions with the data layer

> ⊘ This guide is for developers who want to set up data tracking using the default data layer events supported by the Frosmo Platform. If your site has or is getting a basic feature setup from Frosmo, see the appropriate site preparation guide instead. Basic feature setups rely on their own dedicated data layer events.

> ⚠ To use the data layer on a site, the data layer module must be enabled for the site.

For an introduction to conversions and conversion tracking in the Frosmo Platform, see Data tracking overview.

Tracking conversions with the data layer means triggering a **conversion event** whenever a visitor successfully completes an action that qualifies as a conversion. The data you pass in the conversion event defines the conversion.

You can trigger conversion events from:

- Page code (meaning directly from the site source code)
- Shared code

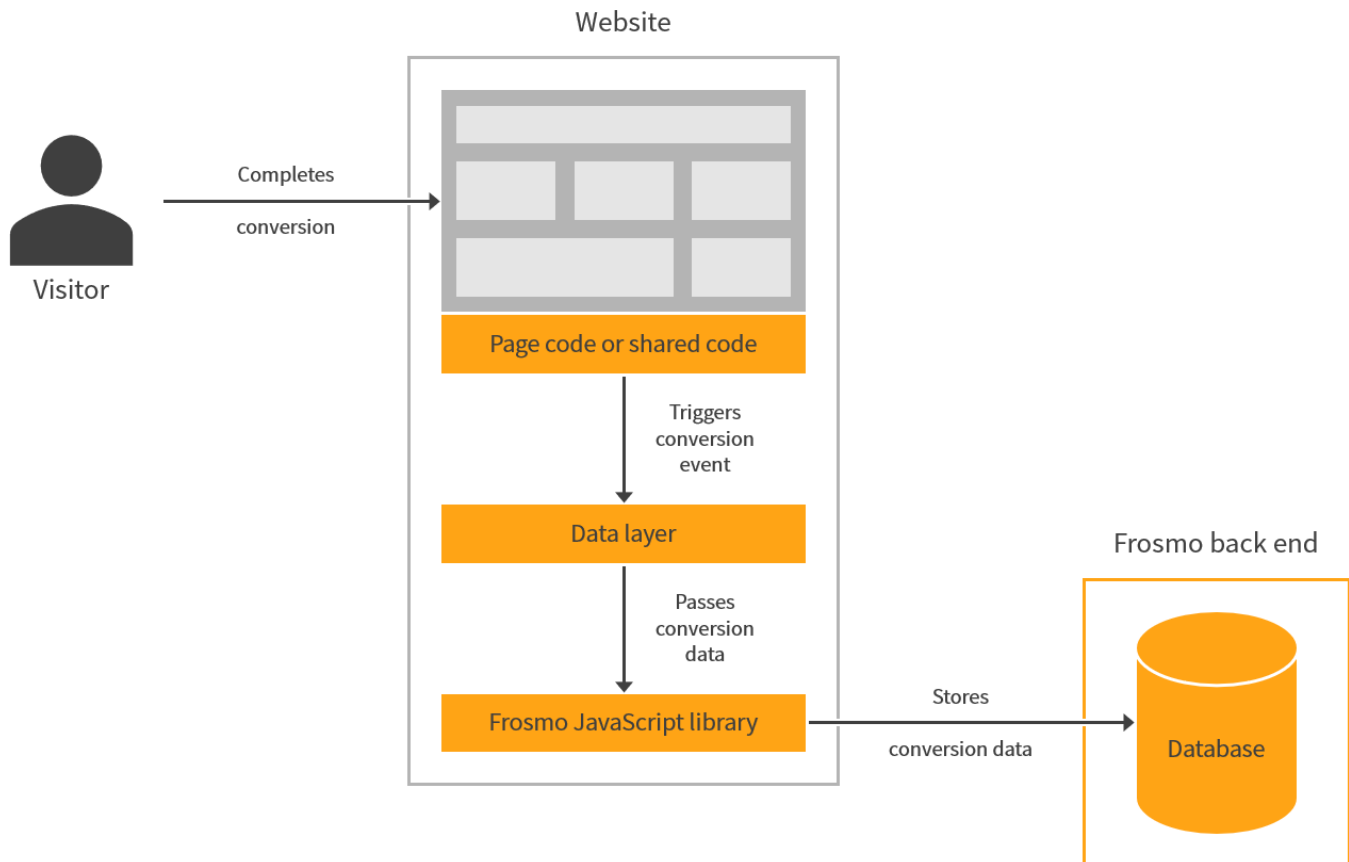Page code is the recommended solution. If you cannot use the data layer in your page code, use shared code.

Figure: Tracking conversions by triggering a conversion event from a page (click to enlarge)

Triggering conversion events

To trigger a conversion event, call the `dataLayer.push()` function with a **conversion object** containing the conversion data:

```
dataLayer.push({
    conversionId: 'string',
    conversionType: 'string',
    conversionValue: 0,
    frosmoConversionName: 'string'
});
```

Conversion object

The conversion object contains the data of a single conversion event.

Table: Conversion object properties

Property	Description	Type	Role
conversionId	Conversion ID. If you're tracking a product conversion, use the product ID as the conversion ID. The product ID is the same value you pass in the `id` property of a product object when tracking products. ⚠️ If you're tracking a product conversion, and if you do not use the product ID as the conversion ID, the platform has no way of mapping the conversion to the corresponding product in the Frosmo product database. For example, if you wanted to create a product recommendation based on the conversions, the recommendation engine would not be able to map the conversions to tracked products and would therefore fail to return the product data for the conversions.	String (128)	Required
conversionType	Conversion type. If you're tracking a product conversion, use the product category as the conversion type. The product category is the same value you pass in the `type` property of a product object.	String (128)	Required
conversionValue	Monetary value of the conversion (in the currency set for the site). If you're tracking a product conversion, this property should not reflect the product price, but rather some other monetary value associated with the conversion, as this property does not map to any product data. If you want to track a purchase-based product conversion, trigger a transaction event instead.	Number	Required
frosmoConversionName	Conversion description. If you're tracking a product conversion, use the product name as the conversion description. The product name is the same value you pass in the `name` property of a product object.	String (128)	Required

Conversion object examples

Example: Triggering a conversion event

```
dataLayer.push({
    conversionId: 'ebook-download-personalization',
    conversionType: 'Ebook download',
    conversionValue: 0,
    frosmoConversionName: 'Personalization ebook download'
});
```

Example: Triggering a product conversion event

```
// Set the product data variables...

dataLayer.push({
    conversionId: productId,
    conversionType: productType,
    conversionValue: 0,
    frosmoConversionName: productName
});
```

Testing conversion tracking

For instructions on how to test that conversions are correctly tracked on a site, see Testing data tracking.