

Firing Tracking Pixels

When various activities are completed successfully we push info to the Data Layer which can be used to trigger pixels and other tags using Google Tag Manager or other tag manager systems.

Post donation we call

```
dataLayer.push({'event': 'Donation', 'conversionValue': 'donationAmount'});
```

where donationAmount would be the decimal amount of the donation.

Depending on which registration the user completes one of the following would be called.

For each step completion of Detailed Reg: `dataLayer.push({ 'event': 'Registration', 'type': 'Step - x' });` where x would be the step (1-3) they are completing as part of the detailed 4 step registration.

For Detailed Reg completion: `dataLayer.push({'event': 'Registration', 'type': 'Detailed'});`

For Quick Reg completion: `dataLayer.push({'event': 'Registration', 'type': 'Quick'});`

For [Role Reg](#) completion: `dataLayer.push({'event': 'Registration', 'type': 'RoleReg'});`

When social share icons are clicked one of the following is called:

```
dataLayer.push({'event': 'Social Share', 'type': 'Twitter'});
```

```
dataLayer.push({'event': 'Social Share', 'type': 'Facebook'});
```

```
dataLayer.push({'event': 'Social Share', 'type': 'LinkedIn'});
```

<https://support.google.com/tagmanager/answer/6106716?hl=en>