Matomo Tag Manager
Hands on Basic Tracking & Consent Management

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Digitalist

https://digitalist.se/matomo

matomo camp

Who I am

Who we are

Digitalist

a digital product agency

that loves Open Source

Because we know that good ideas multiply when shared.

What is a TagManager?

A tool where we can

save and structure code (javascript) that runs on websites.

Once a Tag Manager is installed

we can add and remove code without having to make deliveries to our production environments.
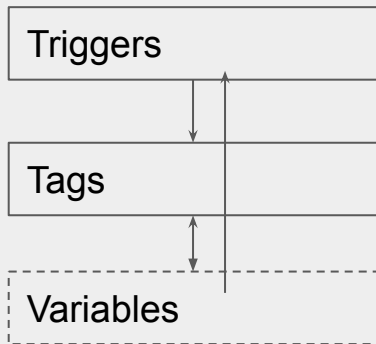
Why using a TagManager?

1. Autonomy (We don't depend on dev or ops team)
2. Better visual structure of our tracking code.
3. Standardized approach to tracking (not inventing the wheel again)

Leading to

- Better security & quality
- Less loading time (often at least)
- Faster progress with data analytics

Tags, Triggers and Variables

Tag Manager

Triggers

Tags

Variables

Triggers definies events (in the browser) like:
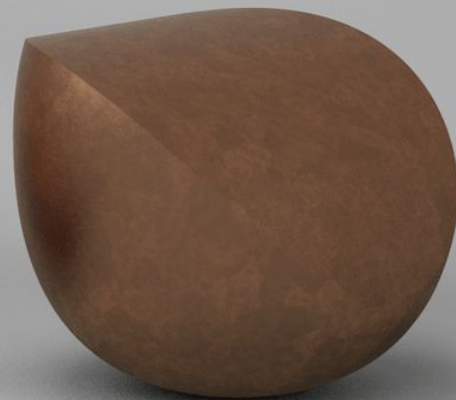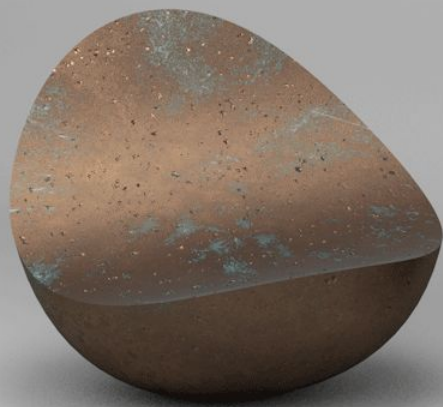- **pageviews**
- **click**
- **scrolling**

Tag (the code) to run (when triggered):
- alert("hello world")

Variables contains data that we can use in our tags and triggers like:

- **title (from page)**
- **url (from page)**
- **value from a form**

DEMO Pageviews
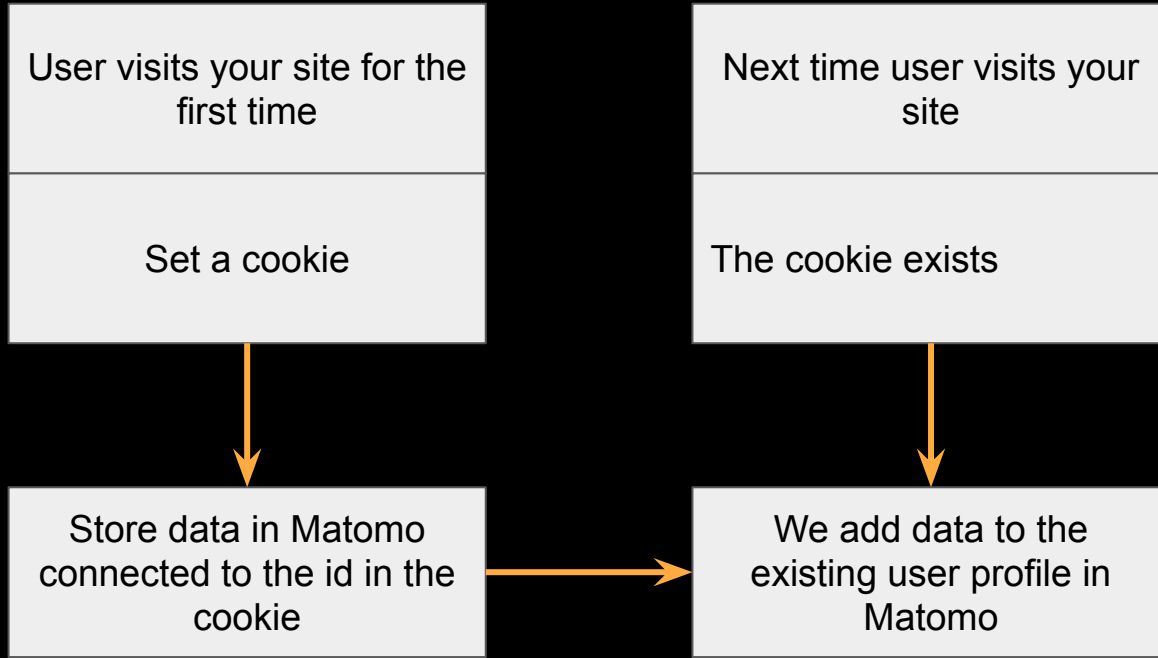
Tracking users without consent

Background:
GDPR requires a consent (if you do profiling) or if you store PII.

Interpretation of the GDPR in relation to web analytics
We can track users without a consent if:
- We do not store PII (such as the users IP etc)
- We do not **profile** users

What is profiling in Matomo?

User visits your site for the first time	Next time user visits your site
Set a cookie	The cookie exists

Store data in Matomo connected to the id in the cookie → We add data to the existing user profile in Matomo

Note: Profiling can also be achieved on server side

Example of profile im Matomo

Visitor profile
ID e48589077aee3724

🇸🇪 Stockholm   🌐 Chrome 93.0
 Mac 10.13   🖥 2560x1440

Summary
Spent a total of **7 min 41s** on the website, and performed **8 actions** (6 Events, 2 Outlinks) in **2 visits**.

Converted **0 Goals**.

Watched **5 videos**.

First visit
Wednesday, September 15, 2021 - 0 days ago

from **Direct Entry**

Last visit
Thursday, September 16, 2021 - 0 days ago

from **Direct Entry**

Devices
🖥 **2 visits** from **Desktop** devices: Apple Generic Desktop (2x)

Location
2 visits from Stockholm, Sweden 🇸🇪 (show map)

Visit #2
Thursday, September 16, 2021 14:08:59

9 actions in 7 min 41s

MediaVideo - play - https://assets.website-files.com/60269ab19a0e...
www.digitalist.se/

▶ **assets.website-files.com/60269ab19a0ea733de241f...** (41s watched)

matomo-kurs-avancerad-stockholm-2021.confetti.events/

matomo-intro-kurs-2021.confetti.events/

MediaVideo - play - https://assets.website-files.com/60269ab19a0e...
www.digitalist.se/matomo

MediaVideo - pause - https://assets.website-files.com/60269ab19a0...

▶ **assets.website-files.com/60269ab19a0ea733de241f...** (2s watched)

MediaVideo - play - https://assets.website-files.com/60269ab19a0e...
www.digitalist.se/matomo

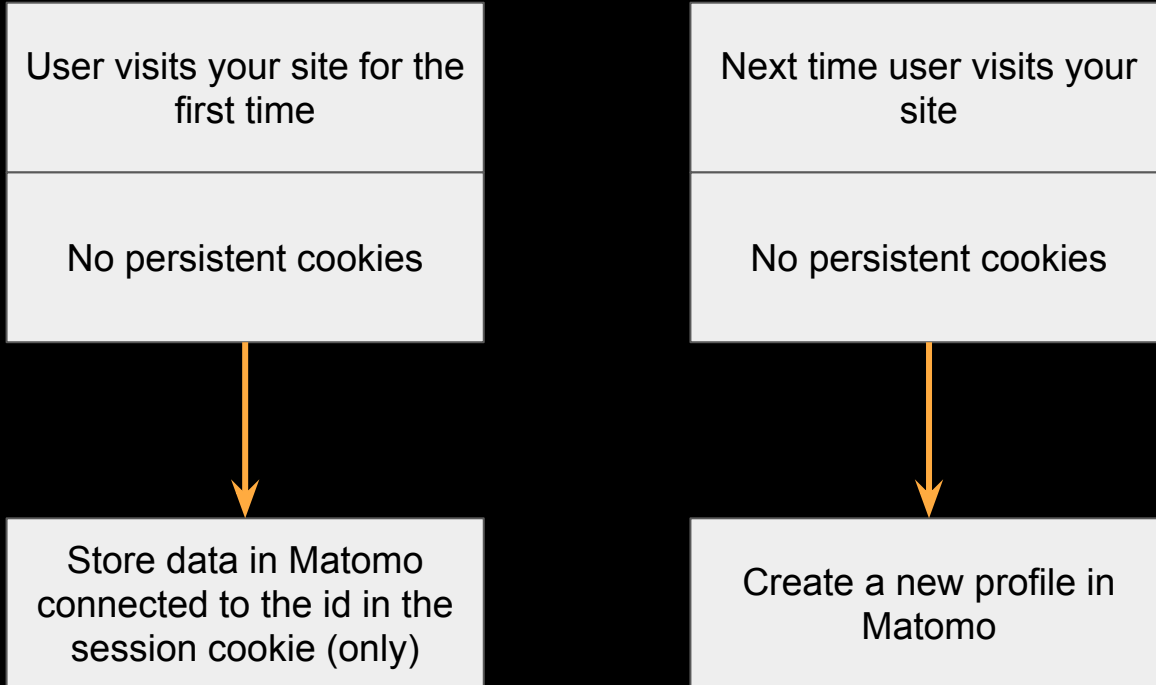▶ **assets.website-files.com/60269ab19a0ea733de241f...** (51s watched)

Visit #1
Wednesday, September 15, 2021 13:07:58

4 Actions

MediaVideo - resume - https://assets.website-files.com/60269ab19a...
www.digitalist.se/

▶ **assets.website-files.com/60269ab19a0ea733de241f...** (12s watched)

MediaVideo - resume - https://assets.website-files.com/60269ab19a...
www.digitalist.se/english

▶ **assets.website-files.com/60269ab19a0ea733de241f...** (22s watched)

Without profiling

User visits your site for the first time
No persistent cookies

↓

Store data in Matomo connected to the id in the session cookie (only)

Next time user visits your site
No persistent cookies

↓

Create a new profile in Matomo

Setting it all up step by step

1. Disable cookies (by default)
2. Identify consent cookie (from CMS)
3. Trick to execute consent logic in Matomo (depending on cookie values)

1. **Disable cookies (by default)**

In your Matomo configuration variable simply check:

European Commission

Search

2 Identify consent cookie (from our CMS)

⏸ 4 of 4 ○○○●

What we do

EU strategy, its role in setting prior... ...rning principles, policy.

When someone clicks here.
We allow setting persistent cookies

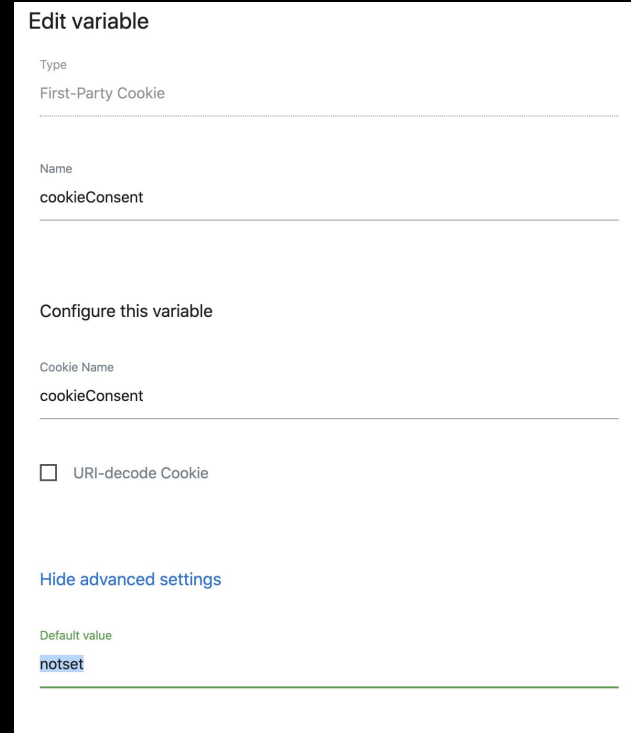ⓘ This site uses cookies to offer you a better browsing experience. Find out more on ...ow we use cookies.

Accept all cookies

Accept only essential cookies

2 Identify consent cookie

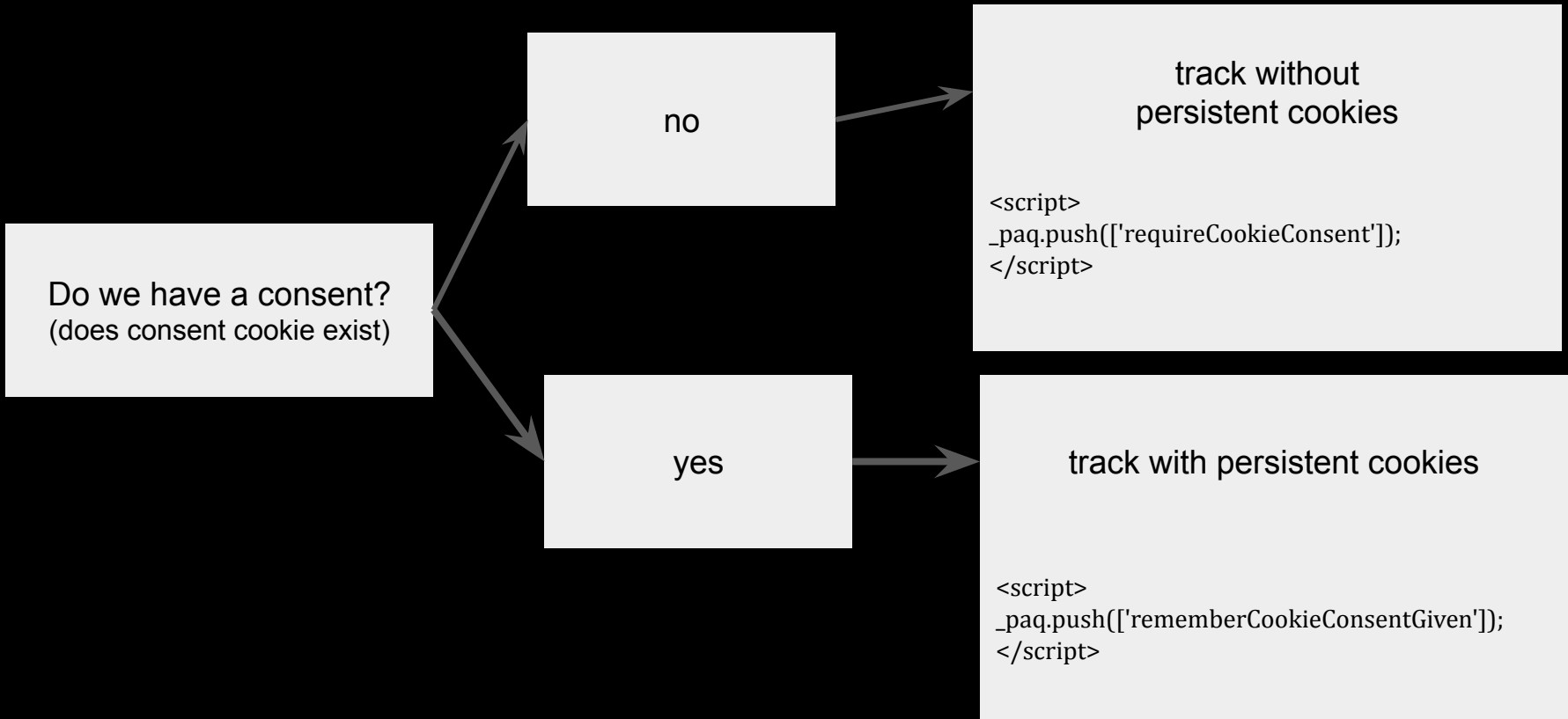**Example of variable if your cookie for consent is names cookieConsent**

set default value to "notset"

Edit variable

Type

First-Party Cookie

Name

cookieConsent

Configure this variable

Cookie Name

cookieConsent

☐ URI-decode Cookie

Hide advanced settings

Default value

notset

3 Execute consent logic in Matomo

Do we have a consent?
(does consent cookie exist)

no

track without
persistent cookies

```
<script>
_paq.push(['requireCookieConsent']);
</script>
```

yes

track with persistent cookies

```
<script>
_paq.push(['rememberCookieConsentGiven']);
</script>
```

3 Execute consent logic in Matomo (tag manager) (depending on the cookie value)

Edit trigger

Type

DOM Ready

Triggered as soon as all
loading a web page only
JavaScript files. If you wa
the "Window Loaded" tri

Name

ifCookieConsent

The trigger name lets yo
Please note that this nan
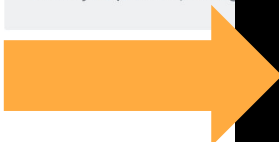when you preview/debug

Only trigger when (optional)

You can further restrict when this trigger should be triggered by specifying one or multiple conditions. Only when ALL of these conditi
of them is met). Only trigger when all of these conditions are met:

| cookieConsent | ▼ | not equals | ▼ | notset |

Type

Custom HTML

Name

conscentGiven

Configure what this tag should do

```
<script>
_paq.push(['rememberCookieConsentGiven']);
</script>
```

Custom HTML

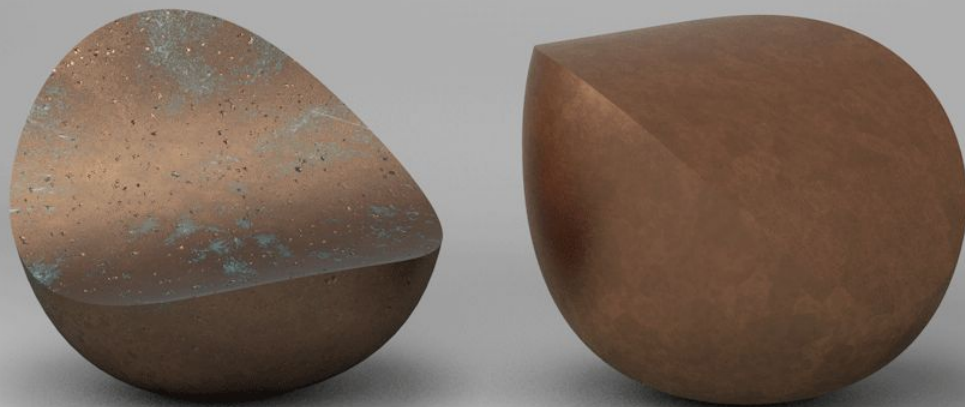**Position**

Body End   ▼

Configure when the tag should do this

Execute this tag when any of these triggers are triggered.

ifCookieConsent   ▼

DEMO consent

Learn more here
https://matomo.org/docs/tag-manager/