Additional Resources: Integrating Web Analytics with Luminate Online®

* [**DNL code repository with GTM integration code**](https://github.com/dnlomnimedia/dnl-2021-lom-donation-analytics)
* [GTM Enhanced Ecommerce Data Layer Format syntax](https://developers.google.com/tag-manager/enhanced-ecommerce)
* [GA4 GTM Data Layer Format](https://developers.google.com/tag-manager/ecommerce-ga4)
* [#GTMTips: Prevent Repeat Transactions](https://www.simoahava.com/gtm-tips/prevent-repeat-transactions/)
* [Adobe Launch Event Serialization](https://experienceleague.adobe.com/docs/analytics/implementation/vars/page-vars/events/event-serialization.html?lang=en)
* [Google Analytics User ID with GTM](https://www.analyticsmania.com/post/google-analytics-user-id-with-google-tag-manager/)
* [User Id configuration in GTM and Google Analytics](https://www.optimizesmart.com/google-analytics-user-id-explained/)
* [Omnibug - browser debugging tool](https://omnibug.io/)