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Event tracking with tag managers

Event tag examples

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Review some examples of the types of tags that you can create and deploy with tag managers.

Examples

Event Tag	Action Map Trigger
Add to cart	Visitor removes an item from a cart.
Remove from cart	Visitor submits a form.
Submit quote	Visitor re-submits details multiple times into a free form box.
Multiple entries in box	Visitor receives an error message after submitting a form.
Adobe Analytics CMP Tracking in URL	Visitor is on the checkout page and starts viewing other pages without returning to the checkout within 5 minutes.
Scroll to Bottom	Visitor scrolls to the bottom of a page. See the scenario.