Your Google Tag Manager reporting guide

Google Tag Manager · Built with Datapipe

Start with the overview. Then open Tags or Triggers & variables to see what the container runs.

Explore the report

01 Overview
Live tags, paused tags, unused triggers and unpublished changes, with tags by type and tags in recent versions.

02 Tags
Every live tag with its type, firing triggers, folder and consent setting.

03 Triggers & variables
Every trigger with how many tags use it, and variables by type.

Use your own data

1 Add Google Tag Manager in Datapipe.
Sign in with a Google account that can read the container, then choose the container.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Tags, triggers and variables come from the published version of the container.

Report dates don’t change the numbers: the dashboard shows the container as Datapipe last read it.

A trigger is unused when no live tag fires or blocks with it. Unpublished changes are waiting in workspaces.

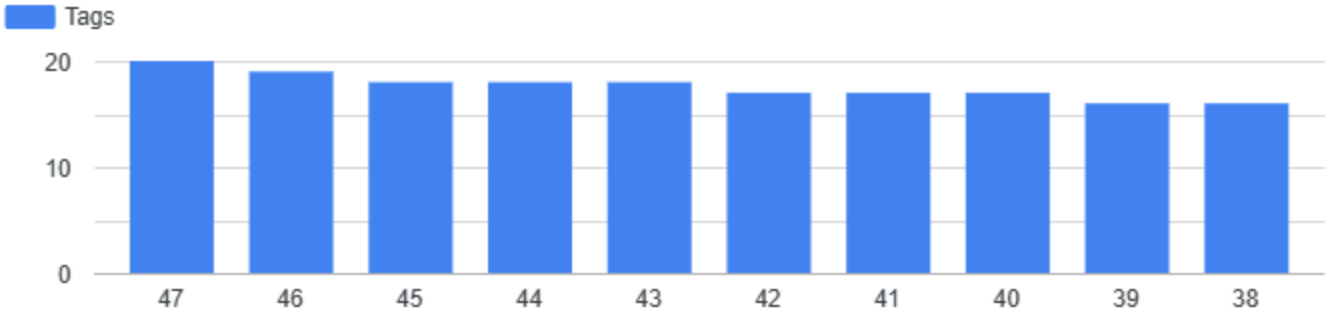
Sample data · An online clothing store’s Tag Manager container, read on 14 November 2026.

Container overview

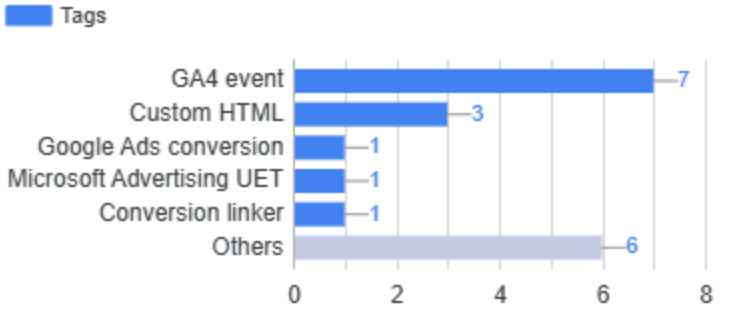
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Live tags	Paused tags	Unused triggers	Unpublished changes
19	2	3	6

Tags in the latest versions



Tags by type



Unpublished changes

Workspace	Change	Item type	Item
Default Workspace	Added	Variable	dlv - item_list_name
Consent banner refresh	Updated	Tag	Consent banner
Consent banner refresh	Updated	Variable	JS - consent state
Consent banner refresh	Conflict	Tag	Consent banner
Default Workspace	Deleted	Trigger	Timer - 30 seconds
Default Workspace	Added	Trigger	Event - view_item_list
Default Workspace	Added	Tag	GA4 - view_item_list

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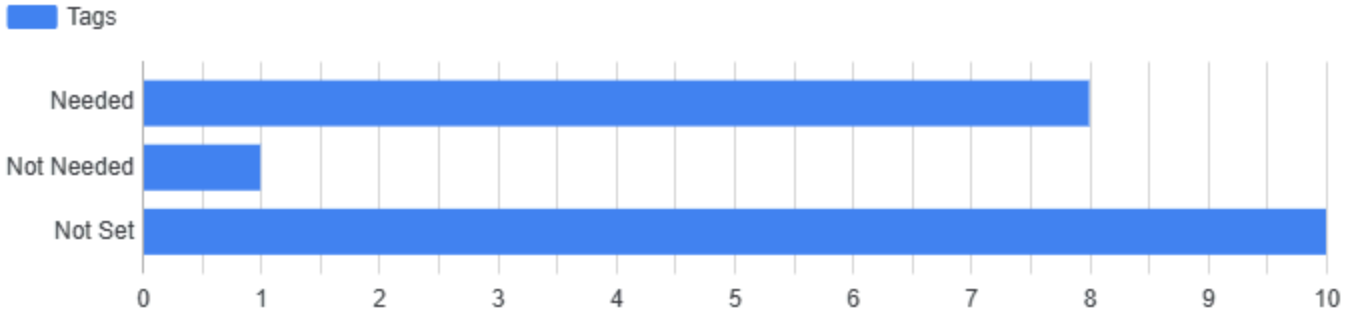
Tags, triggers and variables come from the published version. Unpublished changes are waiting in workspaces. Report dates don’t filter Tag Manager configuration.

Live tags

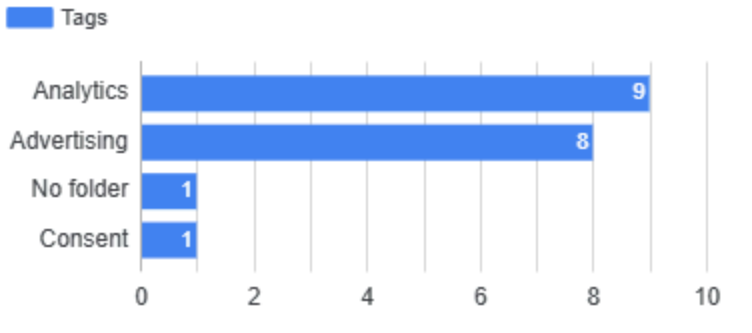
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Live tags	Custom HTML tags	Tags with a consent setting	Tag types
19	3	9	11

Tags by consent setting



Tags by folder



Live tags

Tag ▲	Type	Firing triggers	Folder	Consent	Paused
Consent banner	Community template	Consent Initialization - All Pages	Consent	Not Needed	No
Conversion linker	Conversion linker	All Pages	Advertising	Not Set	No
GA4 - add_to_cart	GA4 event	Event - add_to_cart	Analytics	Not Set	No
GA4 - begin_checkout	GA4 event	Event - begin_checkout	Analytics	Not Set	No
GA4 - generate_lead	GA4 event	Form submit - newsletter	Analytics	Not Set	No
GA4 - outbound click	GA4 event	Click - outbound links	Analytics	Not Set	No
GA4 - purchase	GA4 event	Event - purchase	Analytics	Not Set	No
GA4 - scroll	GA4 event	Scroll depth 75%	Analytics	Not Set	No
GA4 - view_item	GA4 event	Event - view_item	Analytics	Not Set	No
Google Ads - purchase conversion	Google Ads conversion	Event - purchase	Advertising	Needed	No

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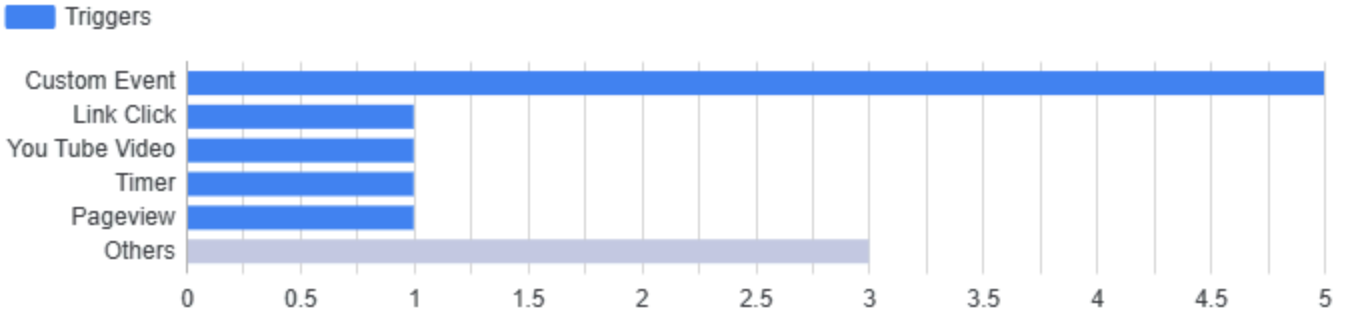
Every tag in the published version. Consent shows the tag’s additional consent check; paused tags stay in the container but don’t fire.

Triggers & variables

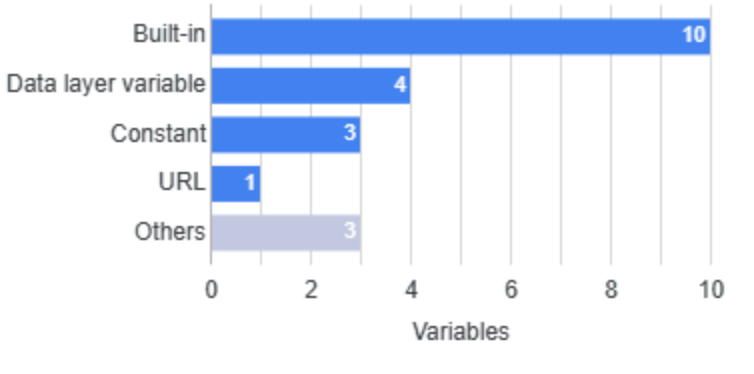
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Live triggers	Unused triggers	User-defined variables	Built-in variables
12	3	11	10

Triggers by type



Variables by type



Live triggers

Trigger ▲	Type	Tags it fires	Tags it blocks	Unused	Folder
Click - add to wishlist	Click	0	0	Yes	Analytics
Click - outbound links	Link Click	1	0	No	Analytics
Event - add_to_cart	Custom Event	1	0	No	Analytics
Event - begin_checkout	Custom Event	1	0	No	Analytics
Event - purchase	Custom Event	4	0	No	Analytics
Event - view_item	Custom Event	1	0	No	Analytics
Exclude internal traffic	Custom Event	0	7	No	No folder
Form submit - newsletter	Form Submission	1	0	No	Analytics
Page view - order confirmation	Pageview	1	0	No	Advertising
Scroll depth 75%	Scroll Depth	1	0	No	Analytics

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A trigger is unused when no live tag fires or blocks with it. Built-in triggers such as All Pages aren't listed. Built-in variables are the ones switched on in the container.