

FREE DOWNLOAD

The GTM dataLayer Audit Checklist

The 20-minute audit that tells you which signals your dataLayer is already capturing, and which expensive questions you can finally answer.

What this is. A self-guided audit for marketing leaders at grocery and omnichannel retailers. Work through it with your analytics partner and you'll walk away knowing exactly what your dataLayer captures today, where the gaps are, and the single highest-value place to start.

What you'll need. 30 minutes, one conversation with whoever owns your analytics implementation, and one market (zip code) you care about.

How to use this checklist

1. **Print it or duplicate it.** Check boxes as you confirm each signal is live.
2. **Score as you go.** Each captured dimension is a point. Tally at the end to see where you stand.
3. **Don't fix anything yet.** The goal of the audit is a clear picture, not a remediation plan. Gaps are findings, not failures.

Part 1 – Inventory your PDP & cart event dimensions

For each dimension below, confirm with your analytics team whether it is **captured today** on product-detail-page (PDP) and add-to-cart events. Check the box only if it's actually firing in production — not “on the roadmap.”

Location signals — where demand lives

Retailer Location ID — store/banner the session maps to

Warehouse ID — fulfillment source for the order

Zone ID — delivery/service zone

Service Type — delivery vs. pickup

Zip Code — shopper postal code

Customer identity — who is shopping

Guest Flag — loyalty member vs. anonymous visitor

Item Brand — brand of the product in the event

Flavor / Variant — specific variant viewed or added

Behavioral signals — what works on the page

Addition Source — PDP (deliberate) vs. quick-add (impulse)

Promotional signals — closing the campaign loop

On Sale — was the item on promotion at the moment of the event

Save Amount — savings the shopper actually realized

Availability Score — how in-stock the item was during the session

Scoring. Count your checked boxes out of 12. **0–4:** foundational gaps — high upside. **5–8:** solid base, targeted gaps. **9–12:** you're sitting on a goldmine; the question is activation, not capture.

Part 2 – The one conversation to have this week

Most marketers have never asked their analytics team what's being captured. Most analytics teams have never been asked. Bring these four questions to a 30-minute meeting:

1. **“What dimensions are we capturing on PDP and cart events right now?”** Use Part 1 as the scorecard.
2. **“Which of these can we segment reporting by today, without new dev work?”** Captured ≠ usable. Find out which are query-ready.
3. **“If we could add one dimension next quarter, which unlocks the most?”** Let them prioritize against effort.
4. **“Where does our data quality break down?”** Stockout flags, guest/member stitching, and zone accuracy are common weak spots.

Capture answers here:

Question	Your Answer
Captured & Usable Today	
Captured, But Not Yet Usable	
Biggest Single Gap To Close	

Part 3 – The “audit one zip code” workflow

This is the exercise that turns the audit into an instinct. Pick **one** market you care about and pull every signal you can. You'll likely surface one insight that reshapes how you think about that market — and you'll have a repeatable template for the next ten.

Step 1 – Choose your market

Selected one zip code (or tight zone) that matters strategically

Write it here: _____ | Why it matters: _____

Step 2 – Pull the signal mix

Service Type mix — what % delivery vs. pickup?

Guest vs. loyalty ratio — how addressable is this market?

Top Item Brands — what does this market actually buy?

Promotional response — On Sale items vs. realized Save Amount

Availability — average Availability Score during recent promos

Step 3 – Ask the three diagnostic questions

1. Is this market over- or under-indexing for delivery vs. our network average?
2. Are we reaching mostly known (loyalty) shoppers here, or flying blind on guests?
3. Did stockouts (Availability < 80) quietly cap our last promo in this zip?

Step 4 – Record the one insight

The one thing this zip taught me?

What I'll do differently in this market?

Part 4 – Where to start (if you only do one thing)

If your audit surfaced gaps, resist the urge to fix everything. Start with the promotional cluster — **On Sale, Save Amount, and Availability Score**. It's the fastest path from "a campaign worked" to "we can replicate the win next month with confidence," and it closes the loop on spend you're already making.

If your biggest gap is...	Start here
Promotional signals	Highest ROI. You're already spending on promos — this measures them at the moment of purchase, not in a lagging recap.
Location signals	Best for geo-targeting waste. Stop blanket-targeting metros; show up where the demand curve is bending.
Customer identity	Unlocks retention. Guest Flag is the gateway to follow-up email, profile stitching, and lifetime-value measurement.
Behavioral (Addition Source)	Best for merchandising debates. Replace placement opinions with conversion evidence.

Want a second set of eyes on your results? Augurian helps grocery and omnichannel retailers turn dataLayer signals into faster, sharper marketing decisions. If your audit surfaced a gap worth closing — or a goldmine worth activating — we'll walk through it with you.

Book a 30-minute GTM dataLayer review at augurian.com/contact · Or email josh.becerra@augurian.com