

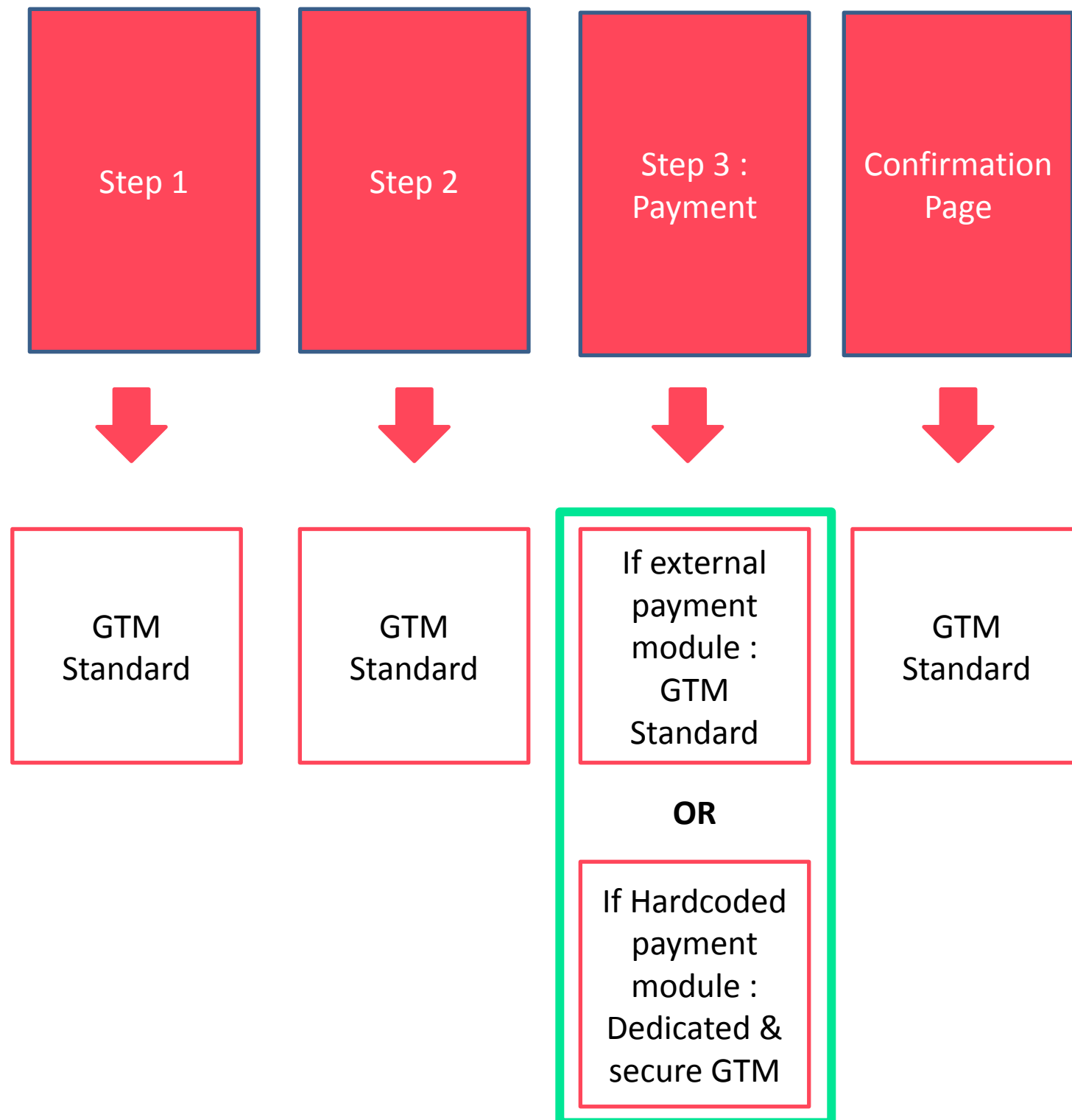


**L'OREAL
TAGGING**

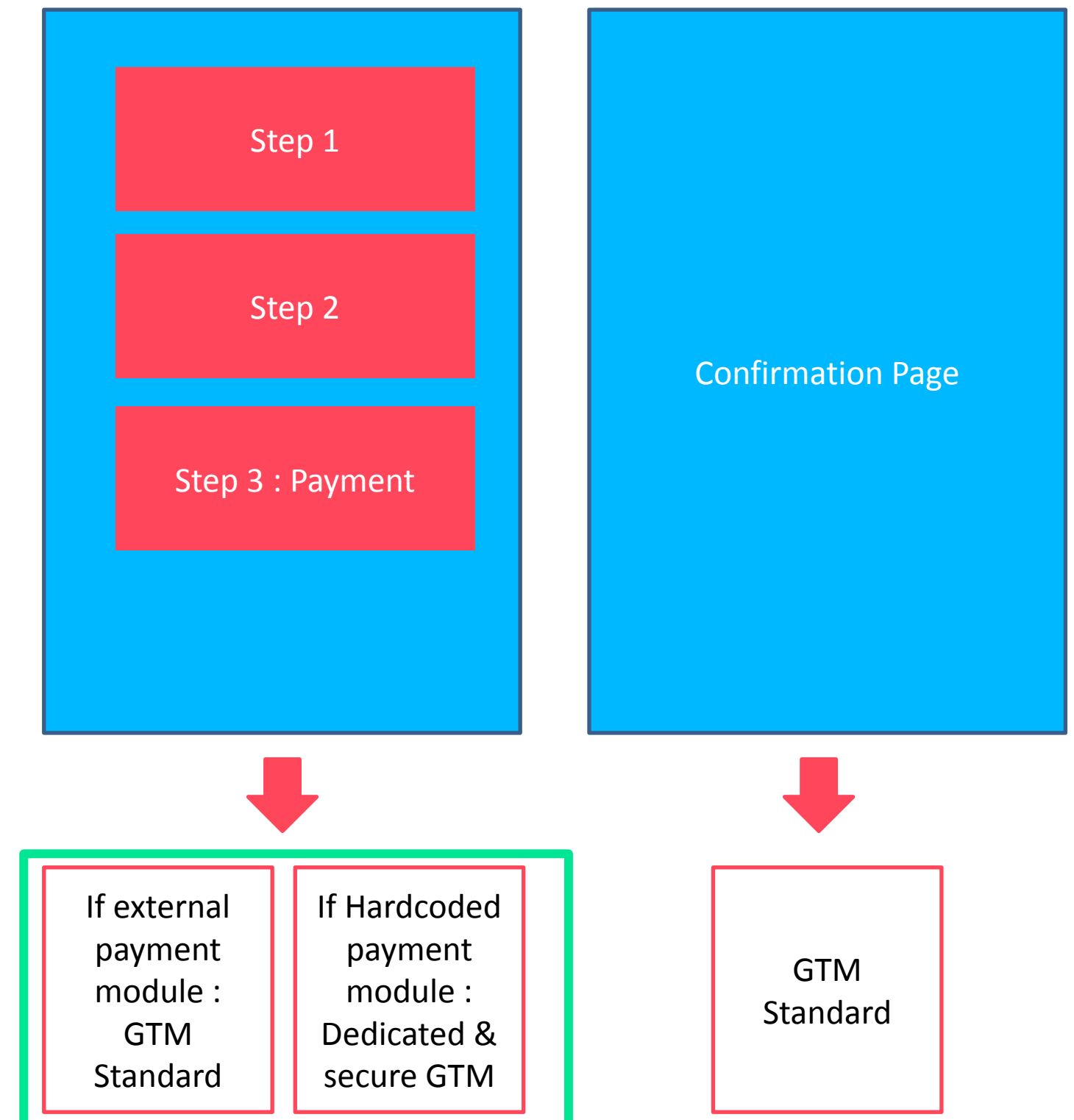
Checkout Tagging

→ Different type of checkout

CLASSIC CHECKOUT



ONE PAGE CHECKOUT



→ Securisation of the payment part

We have two types of payment:

1: The payment made via an external module (Implementation in Iframe or redirect)

2: Payment made via a hardcoded module directly implemented in the checkout

1

If your website uses an external payment module. The tagging can be achieved with the standard method with the brand container. This implementation requires no modification.

2

If your website use a hardcoded payment module, use a different GTM container, only for the payment step or for all the checkout (If one page checkout).

This container will be managed centrally and it will not be accessible by the agencies, countries etc ..

!/ \ ALL the GTM ID must be configurable from the Back Office to facilitate the localization and the maintenance

→ Security Checkout Container Management

1. Secure container will be fully centrally managed. No access will be opened at the request of a country or a brand.
2. 1 dedicated secure container will be provided for each brand.
3. Any modification of the container (Adding a tag media, Edit a trigger ...) must be performed by a request sent by mail to: digital.global.cdo@loreal.com
4. Any request will be processed within 48 hours.