

The dataLayer Dimension Glossary

A plain English map of the signals your dataLayer is capturing, and the marketing decision each one informs.

Why this exists. Most marketers tune out when the analytics team starts talking about “dataLayer dimensions.” But each of these signals maps directly to a decision you’re probably making this week. Use this as a shared vocabulary between your marketing and analytics teams.

Location signals – where demand actually lives

Individually these sound like supply-chain jargon. Combined, they draw a geospatial map of demand that no surface-level report will give you.

Dimension	What it captures	The marketing decision it informs
Retailer Location ID	Which physical store or banner a session maps to.	Store-level demand and promo response — which locations carry a campaign and which drag it down.
Warehouse ID	The fulfillment source serving the order.	Whether supply, not demand, is capping sales in a market — and where to rebalance inventory or spend.
Zone ID	The delivery/service zone for the session.	How tightly your fulfillment footprint matches where demand is bending — and where a geo-campaign would land vs. be wasted.
Service Type	Delivery vs. pickup for the session.	Channel mix by market — whether to push delivery incentives or optimize the pickup experience in a given zip.
Zip Code	The shopper's postal code.	The base layer for geo-targeting: which zips over-index, which are soft, where the next campaign should go.

Customer identity – who is actually shopping

These tell you whether you're looking at a known, addressable shopper or an anonymous one — and what that shopper prefers.

Dimension	What it captures	The marketing decision it informs
Guest Flag	Logged-in loyalty member vs. anonymous visitor.	Whether you can stitch the session to a known profile, trigger follow-up email, and measure lifetime value — or not.
Item Brand	The brand of the product in the event.	Brand affinity at the shopper level — fuel for recommendations, assortment talks, and brand-partner pitches.
Flavor / Variant	The specific variant viewed or added.	Variant-level preference signals that sharpen assortment and personalization decisions.

Behavioral signals – what's actually working on the page

The dimension that sounds boring until you realize it ends the “which placement converts?” argument for good.

Dimension	What it captures	The marketing decision it informs
Addition Source	Whether a cart-add came from a product detail page (deliberate) or a quick-add button on a listing (impulse).	Which placements actually drive conversion — turning merchandising and UX calls from guesswork into evidence.

Promotional signals – closing the loop on campaigns

If you run weekly circulars, fuel rewards, and seasonal pushes at once, this is the cluster that separates “it worked” from “we can replicate the win next month.”

Dimension	What it captures	The marketing decision it informs
On Sale	Whether the item was on promotion at the moment of the event.	Real-time read on whether a promo is moving product — not a recap three weeks later.
Save Amount	The savings the shopper actually realized.	Realized discount depth vs. what you planned — margin reality, not the planned offer.
Availability Score	How in-stock the item was during the session.	Whether out-of-stock conditions were quietly sabotaging your highest-performing ad.

Ready to put this to work? The **dataLayer Audit Checklist** walks you through exactly which of these dimensions you're capturing today, the one question to ask your analytics team, and a repeatable "audit one zip code" workflow.

Grab the free checklist at augurian.com/datalayer-checklist.