







## Checkout Script

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=!/= 'dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-WFJ7QCS');
<!-- End Google Tag Manager -->
```

```
<script>
/*****
* DATALAYER ARCHITECTURE: SHOPIFY
* DEFINITION: A data layer helps you collect more accurate analytics data, that in turn allows you to
better understand what potential buyers are doing on your website and where you can make
improvements. It also reduces the time to implement marketing tags on a website, and reduces the need
for IT involvement, leaving them to get on with implementing new features and fixing bugs.

* RESOURCES:
* http://www.datalayerdoctor.com/a-gentle-introduction-to-the-data-layer-for-digital-marketers/
* http://www.simoahava.com/analytics/data-layer/

* EXTERNAL DEPENDENCIES:
* jQuery
* jQuery Cookie Plugin v1.4.1 – https://github.com/carhartl/jquery-cookie
* cartjs – https://github.com/discolabs/cartjs

* DataLayer Architecture: Shopify v1.2
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*/

/*****
* PRELOADS
* load jquery if it doesn't exist
*****/

if(!window.jQuery){
  var jqueryScript = document.createElement('script');
  jqueryScript.setAttribute('src','https://ajax.googleapis.com/ajax/libs/jquery/3.6.0/jquery.min.js');
  document.head.appendChild(jqueryScript);
}

__DL__jQueryinterval = setInterval(function(){
  // wait for jQuery to load & run script after jQuery has loaded
  if(window.jQuery){
    // search parameters
    getURLParams = function(name, url){
      if (!url) url = window.location.href;
      name = name.replace(/[\/\?]/g, "\\$&");
      var regex = new RegExp("[?&]" + name + "(=([^&#]*)|&#|$)"),
```

