

SAMPLE DOCUMENT - AiventX Web Lab

This file is generated sample material. It contains no client data, no measured results and no pricing. It exists so the structure of the document can be reviewed, and so download tracking can be tested against a file of known, stable size.

Source: <https://aiventx.nayuiX.com/downloads/>

Measurement specification template

Section 1 - Scope

Business question, decision the data supports, owner

Section 2 - Event dictionary

event name / trigger condition / required parameters

test case id / expected GA4 event / notes

Section 3 - dataLayer contract

Naming rules, required keys, allowed value types

Rules for values that must never be collected

Section 4 - Consent states

Default denied, analytics granted, all granted, withdrawn

Expected tag behaviour in each state

Section 5 - Acceptance

Preview verification, DebugView verification, regression run