

How to Push Data to the dataLayer

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What You'll Learn in This Article

- Capture form field values and push them to the dataLayer upon form submission
- Configure button actions to assign values to custom fields for non-form interactions
- Use custom fields across multiple pages without overwriting previous values
- Persist captured data across sessions or reset it using Digioh's optional app

Option 1: Standard Form Data Collection

The easiest way to capture data is to use a standard form:

The screenshot displays the Digioh form builder interface. At the top, there's a 'Settings' dropdown and a campaign identifier '294464: Zero Party Data Mu'. Below this is a 'Box Options' dropdown. The main section is titled 'Steps/Pages' with a '+ Add' button. The 'Main Page' is selected, and the 'Form' tab is active. The form configuration includes fields for Name, Email, Phone, and Opt In. There are also sections for 'AFTER FORM SUBMISSION' with a 'Show Thank You' button, 'OVERRIDE BOX' with a list of custom fields (1. product-type, 2. payment, 3. buying-for, 4. Shop for, 5. Custom, 6. Custom, 7. Custom, 8. Custom), 'LOADING IMAGE' with a 'Hide loading image' button, and 'FORM CSS'. The 'Form Size' section shows a width of 280 and a height of 203. The 'Position' section shows the form is centered.

Any fields used in the form will be pushed to the datalayer once the form is submitted. If your campaign has multiple pages with multiple forms, make sure each page uses unique custom fields; otherwise, the previous data will be overwritten.

Note: You *must* have a button on the page that performs a 'Submit Form' click action. The form can still be configured to skip the submission, but the form itself has to be submitted for the entered data to be captured.

Main Page ⚙️ ^

Layout Form **Buttons** Text Images HTML

Button 1 - Submit ▼ 🗑️ 📄 +

Button 1 🔗

Button Basics

ENTER BUTTON TEXT

Submit 💡 🔗

BUTTON ACTION WHEN CLICKED

Submit Form ▼

OVERRIDE FORM SUBMIT ACTION

Do Not Override (default) ▼

Button Data Action

SELECT ENTER FORM VALUE

Option 2: Button Data Capture

You may also have pages in your campaign where you want users to select answers via a button click:

Rate Your Experience 0 through 10

0 1 2 3 4 5 6 7 8 9 10

Unsatisfied Satisfied

To capture the user input, configure the Button Data Action for each button:

Button Basics

ENTER BUTTON TEXT

10 💡 🔗

BUTTON ACTION WHEN CLICKED

Submit Form ▼

OVERRIDE FORM SUBMIT ACTION

Do Not Override (default) ▼

Button Data Action

SELECT ENTER FORM VALUE

5. Custom ▼ 10

In the dropdown on the left, select which custom field you'd like to assign a value to, and then enter the desired value in the field on the right. In the example above, each button might be configured to assign a value of 0 through 10 to Custom 5

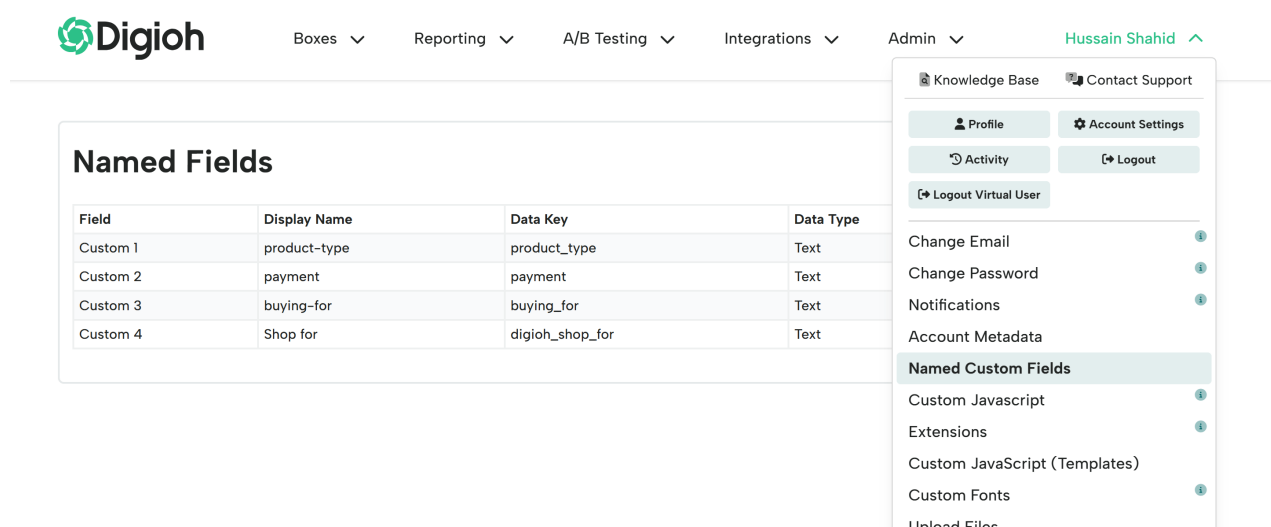
When selecting the custom field for a button, make sure you don't select any custom fields that are

already used on other pages by a form or other buttons. If you use [multi-select buttons](#), the custom field will be populated with a comma-delimited list of the selected answers.

Using the Data

Now that you have all of the data captured in the datalayer, it will automatically be included in the final submission the user makes on this campaign. If you want to send the data back to your ESP via an integration, you can map the custom fields as needed in the integration.

Click on your name on the top-right of the page-> Named Custom Fields. You can see custom fields here and can also create new ones.



The screenshot shows the Digioh Admin interface. At the top, there is a navigation bar with the Digioh logo and several menu items: Boxes, Reporting, A/B Testing, Integrations, Admin, and a user profile for Hussain Shahid. The 'Admin' dropdown menu is open, showing options like Knowledge Base, Contact Support, Profile, Account Settings, Activity, Logout, Logout Virtual User, Change Email, Change Password, Notifications, Account Metadata, Named Custom Fields (highlighted), Custom Javascript, Extensions, Custom JavaScript (Templates), Custom Fonts, and Upload Files.

Named Fields

Field	Display Name	Data Key	Data Type
Custom 1	product-type	product_type	Text
Custom 2	payment	payment	Text
Custom 3	buying-for	buying_for	Text
Custom 4	Shop for	digioh_shop_for	Text

Please note: Once data is in the datalayer, it will persist and be present as the user navigates your site. If they submit another campaign, the submission can include previously submitted custom fields, even if the second campaign didn't contain those fields. If you want to prevent this from occurring, we [have an app for that!](#)