

EPiServer Google Analytics for Commerce guideline

Tracking Commerce with GA

A checkout process typically ends with a thank you page. This is a good place to track purchases with Google. Let's say that you are using Seagull template, the final step can retrieve purchase information via an AJAX call and do the tracking on the client (EXAMPLE A). If the checkout ends with a redirect to a Thank You page this page can retrieve the order using an order number that can be passed as a parameter in order to register the order to be tracked via an extension method on Context (EXAMPLE B).

Don't forget to enable e-commerce tracking at [http://google.com/analytics/ below admin/profiles/profile settings/](http://google.com/analytics/below admin/profiles/profile settings/)

Example A : HOW TO integrate e-commerce tracking on EPiServer Commerce Sample site (Seagull)

1. Deploy EPiServer.GoogleAnalytics.Commerce.dll to /bin on the web site
2. Edit /Templates/Sample/Pages/CheckoutConfirmationStep.aspx

- 2.1. Add import namespace directive on top of the file

```
<%@ Import Namespace="System.Linq" %>
```

- 2.2. Add tracking code to the page template:

- a. If you are tracking with **Google Classic Analytics**, add following code

```
<%
```

```
    var order =
```

```
    Mediachase.Commerce.Orders.OrderContext.Current.GetPurchaseOrders(Mediachase.Commerce.Security.SecurityContext.Current.CurrentUserId).OrderBy(o  
=> o.OrderGroupId).LastOrDefault();
```

```
    var trackingNumber = order != null ? order.TrackingNumber.ToString(System.Globalization.CultureInfo.InvariantCulture) : string.Empty;
```

```
%>
```

```
<script type="text/javascript">
```

```
$.getJSON("/CommerceTracking/GetOrderTransaction/<%=trackingNumber %>", function (data) {

    // The result contains an isSuccess which is true when a purchase order was found

    if (!data.isSuccess || typeof _gaq === "undefined") {

        return;

    }

    // The result contains a list of tracking arrays that can be pushed directly to the google tracking API

    data.transaction.forEach(function (item) {

        _gaq.push(item);

    });

    // Sends the tracking information to google

    _gaq.push(['_trackTrans']);

});

</script>
```

- b. If you are tracking with **Google Universal Analytics**, add following code

```
<%
    var order =
Mediachase.Commerce.Orders.OrderContext.Current.GetPurchaseOrders(Mediachase.Commerce.Security.SecurityContext.Current.CurrentUserId).OrderBy(o =>
o.OrderGroupId).LastOrDefault();

    var trackingNumber = order != null ? order.TrackingNumber.ToString(System.Globalization.CultureInfo.InvariantCulture) : string.Empty;

%>

<script type="text/javascript">

    ga('require', 'ecommerce');

$.getJSON("/CommerceTracking/GetOrderTransaction/<%=trackingNumber %>", function (data) {
```

```
// The result contains an isSuccess which is true when a purchase order was found
if (!data.isSuccess || typeof ga === "undefined") {
    return;
}

data.transaction.forEach(function (item) {
    if (item[0] == "_addTrans") {
        ga('ecommerce:addTransaction', {
            'id': item[1],          // Transaction ID. Required.
            'affiliation': item[2],  // Affiliation or store name.
            'revenue': item[3],     // Grand Total.
            'shipping': item[5],    // Shipping.
            'tax': item[4]          // Tax.
        });
    } else if (item[0] == "_addItem") {
        ga('ecommerce:addItem', {
            'id': item[1],          // Transaction ID. Required.
            'name': item[3],        // Product name. Required.
            'sku': item[2],         // SKU/code.
            'category': item[4],    // Category or variation.
            'price': item[5],       // Unit price.
            'quantity': item[6]     // Quantity.
        });
    }
});

// Sends the tracking information to google
```

```
ga('ecommerce:send');  
});  
</script>
```

EXAMPLE B: HOW TO integrate tracking on a site that redirects to a thank you page after purchase

1. Add reference to EPiServer.GoogleAnalytics.Commerce
2. Add the following to page load of file “CheckoutConfirmationStep.cs”:

Add using directive on the top of file:

```
using EPiServer.GoogleAnalytics.Commerce.Helpers;
```

// Registers the order to be tracked by the google analytics tracking script added by the module, and generate tracking script on current page only

```
Context.AddAnalyticsTransaction(order, CurrentPage.ContentLink);
```

Tracking custom data with GA

1. Add reference to EPiServer.GoogleAnalytics
2. Add the following as C# code to track custom data

// Add using directive on the top of cs file

```
using EPiServer.GoogleAnalytics.Helpers;
```

```
// Register custom tracking
```

```
var paramsObject = new Dictionary<string, object>();
```

```
paramsObject.Add("dimension5", "custom dimension data");
```

```
paramsObject.Add("metric5", "custom metric data");
```

```
Context.AddAnalyticsCustom("set", paramsObject);
```