GTM Integration

Version 1.0.0

Content

1.Summary

This module helps you integrate Google Tag Manager (GTM) and some enhanced ecommerce tags for both SiteGenesis and SFRA websites. There is a common integration part and specific one depending if you use SiteGenesis or SFRA. This documentation explain how to install and implement cartridges so that events are send to GTM but doesn't show how to configure GTM side.

2.Implementation Guide
a. Code deployment

Installation is easy if you follow these steps. First, clone this repository. You will have following folders:

- **int_gtm:** the cartridge adding GTM to SiteGenesis

- **int_gtm_sfra:** the cartridge adding GTM to SFRA

- **metadata:** data to import in your Business Manager

Copy paste the correct cartridge directory (int_gtm if you are using SiteGenesis and int_gtm_sfra for SFRA) to your project cartridges directory, or you can make a symbolic link to it so that you can easily pull new version of the repository for updates. Then you have to add this new cartridge to your dw.json file and to upload it to your sandbox (using npm or prophet uploader for example)

Once cartridges are correctly uploaded to your sandbox, log into your Business Manager and activate it: *Administration > Sites > Manage Sites > [the website you want] > "settings" tab* and add "int_gtm" or "int_gtm_sfra" (depending on the version you use) to the cartridge path.

b. Configuration

The configuration part is easy to follow:

- compress the "metadata" folder into a zip file (metadata.zip)

- log into your Business Manager

- go to *Administration > Site Development > Site Import & Export*

- upload the metadata.zip file

- import it

Once the zip file is imported you will see a new Site Preference group called "GTM" inside your Merchant Tools. You can now add your own data (mainly the GTM code given on the official website for your account).

3.Implementation Guide

This implementation guide will be useful for SiteGenesis side as there are some steps to follow instead of SFRA in which templates and controllers overriding can be done transparently without any action.

a. SFRA

Nothing to do.

b. Site Genesis

i.   Add the script file

File to override :

```
app_storefront_core/cartridge/templates/default/components/header/htmlhead.isml
```

Lines to add (at the end):

```
<iscomment>Add GTM behavior</iscomment>
<isinclude url="${URLUtils.url('GTM-AddScript')}"/>
```

ii.   Noscript file

File to override :

```
app_storefront_core/cartridge/templates/default/components/header/header.isml
```

Lines to add (at the end):

```
<iscomment>Add GTM noscript behavior</iscomment>
<isinclude url="${URLUtils.url('GTM-AddNoscript')}"/>
```

iii. For JS script

Only if you have already overriden the following file (else you have nothing to do) :

```
app_storefront_core/cartridge/templates/default/components/footer/footer_UI.isml
```

Lines to add (at the end):

```
<isinclude template="components/footer/gtmfooter"/>
```

iv. Product page detail tag

File to override :

```
app_storefront_core/cartridge/templates/default/product/productdetail.isml
```

Lines to add (before "</div><!--/pdpMain -->"):

```
<iscomment> Add product detail GTM ecommerce tag </iscomment>
<isinclude template="components/gtm/tag/productdetail"/>
```

v. Product impression tag

For cross sell

File to override :

```
app_storefront_core/cartridge/templates/default/slots/product/product_listing.isml
```

Lines to add (at the end):

```
<isset name="gtmImpressionProducts" value="${slotcontent.content}" scope="pdict" />
<isset name="productImpressionList" value="Cross-sell" scope="pdict" />
<isinclude template="components/gtm/tag/productimpression"/>
```

For last visited

File to override :

app_storefront_core/cartridge/templates/default/product/lastvisited.isml

Lines to add (at the end):

```
<isset name="gtmImpressionProducts" value="${pdict.LastVisitedProducts}" scope="pdict" />
<isset name="productImpressionList" value="Last-visited" scope="pdict" />
<isinclude template="components/gtm/tag/productimpression"/>
```