

Developer Documentation: GA4 Purchase Event on Shopify using Google Tag Manager

by [ShahzadaAliHassan](#) - 4th November 2023

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Introduction

This documentation guides developers through the process of configuring the 'purchase' event for GA4 using Google Tag Manager on a Shopify store.

Shopify Store Configuration for the Event

To successfully trigger the 'purchase' event on Shopify, follow these steps:

1. Access your Shopify store backend.
2. Navigate to the online store and themes section.
3. Before any changes, duplicate your theme for backup.
4. Integrate the provided JavaScript code.
5. Include the code snippet in your main theme file.
6. Test the configuration by going to the /thank-you/ page, after making a successful purchase.

About ShahzadaAliHassan

Expand Your Skills:

Dive deeper into analytics with my course: [Analytics Mastery for Shopify using Google Tag Manager](#). Perfect for those looking to master the integration of Shopify with GA4 via GTM.

Hey, I'm Hassan 🙋

I'm a Top Rated Freelancer on Upwork, here's what you should know about me:

- 📚 **Top Rated Web Analytics Expert:** With a 98% Job Success on Upwork, I specialize in web analytics, providing expertise in tools like GA4, UA, FB Pixel, and CAPI server-side tracking. I've had the privilege of working with renowned clients like [BookOnline.com](#) and [TruelyBeauty.com](#).
- 🌍 **Global Impact:** My work has spanned across 230 diverse clients and has been showcased in major corporations. This exposure allows me to navigate and comprehend various industry terrains and cultural nuances in business.
- 🔧 **251 Total Jobs Completed:** Over the course of my career, I've tackled a variety of challenges in web analytics and tracking setups. I've successfully completed 251 jobs, always focusing on delivering value and concrete solutions to clients across several sectors.
- ⌚ **523 Total Hours Worked:** I've dedicated 523 hours to working closely with my clients. My goal is always to ensure their web analytics are set up correctly, their data is precise, and they can draw strategic insights from this data to make informed business decisions.

DataLayer Code Snippets Overview

The code aims to integrate the dataLayer object with Shopify, sending an event called **custom_purchase** when the user clicks on the Begin Checkout button on the /cart page.

Checkout DataLayer Code

```
{% if first_time_accessed %}
<script>
  {% if customer %}
    var orders_count = '{{ customer.orders_count }}'
    var total_spent = '{{ customer.total_spent }}'
  {% endif %}
  window.dataLayer = window.dataLayer || [];
  dataLayer.push({ ecommerce: null });
  var transaction_id = '{{ order_number }}' || undefined ;
  var value = {{ checkout.subtotal_price | divided_by: 100.0 }} || 0;
  var shipping = {{ order.shipping_price | divided_by: 100.0 }} || 0;
  var tax = {{ order.tax_price | divided_by: 100.0 }} || 0;
  var coupon_code = Shopify.checkout.discount?.code || '';
  var currency = '{{ currency }}' || 'USD';
  var line_items = [];
  Shopify.checkout.line_items.forEach((product_line_item, index) => {
    line_items.push({
      'item_id': product_line_item.product_id || undefined ,
      'item_sku': product_line_item.sku || undefined ,
      'item_name': product_line_item.title || undefined ,
      'affiliation': Shopify.shop || undefined ,
      'price': product_line_item.price || 0,
      'item_brand': product_line_item.vendor || undefined ,
      'item_variant': product_line_item.variant_title || undefined ,
      'item_variant_id': product_line_item.variant_id || undefined ,
      'quantity': product_line_item.quantity || 1,
      'currency': currency,
      'index': index,
      'google_business_vertical': 'retail'
    });
  });
  dataLayer.push({
    'event': 'custom_purchase',
    'datalayer_event_name': "purchase",
    'ecommerce': {
      'timestamp': Shopify.checkout.created_at,
      'transaction_id': transaction_id,
      'value': value,
      'orders_count': orders_count || undefined,
      'total_spent': total_spent || undefined,
```

```
        'shipping': shipping,
        'tax': tax,
        'coupon': coupon_code,
        'currency': currency,
        'discount_amount': Shopify.checkout?.discount?.amount ||
undefined,
        'items': line_items,
    },
    });
</script>
{% endif %}
```

Steps to Integrate DataLayer Code in Shopify:

1. **Log into Your Shopify Admin Panel:**
 - Visit your Shopify store's URL followed by `/admin`.
 - Enter your login credentials to access the admin panel.
2. **Access Checkout Settings:**
 - On the left-hand side menu, click on `Settings`.
 - From the dropdown, select `Checkout`.
3. **Locate the Additional Scripts Section:**
 - Scroll down until you find the `Order processing` section.
 - Within this section, you'll see a text box labeled `Additional Scripts`. This is where you can add scripts that will run on the order status page after a customer completes their purchase.
4. **Paste Your Script:**
 - Copy the script you have.
 - Paste it into the `Additional Scripts` text box.
5. **Save Changes:**
 - After you've pasted your script, scroll to the bottom of the page and click on the `Save` button.
6. **Test the Script (Important):**
 - After saving, you should make a test purchase to ensure that the script runs as expected on the order status page.
 - Check if all data is being collected and pushed to the `dataLayer` as intended by your script.
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Note: These instructions assume a standard Shopify setup. Custom themes may require adjustments. Always test before and after applying changes.