

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

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Introduction

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

Shopify Store Configuration for the Event

To successfully trigger the 'begin_checkout' 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 /cart page, and clicking the “Begin Checkout” button to ensure the event triggers.

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_begin_checkout` when the user clicks on the Begin Checkout button on the /cart page.

Head DataLayer Code

```
<script>
  window.dataLayer = window.dataLayer || [];
</script>
{% render 'datalayer-checkout' -%}
```

Checkout DataLayer Code

```
<script>
  console.log("datalayer-checkout snippet is loaded");

  cart_data = {{ cart | json }};

  var product_details = cart_data.items.map(function(item) {
    return {
      item_id: item.id,
      id: item.id,
      item_name: item.product_title,
      item_brand: item.vendor,
      item_category: item.product_type,
      quantity: item.quantity,
      currency: {{ shop.currency | json }},
      google_business_vertical: 'retail',
      price: parseFloat(item.price / 100.0)
    };
  });

  var cartTotalValue = cart_data.items.reduce(function(acc, item) {
    return acc + (item.price * item.quantity);
  }, 0);

  document.addEventListener('DOMContentLoaded', () => {
    const BeginCheckout = document.querySelectorAll('[name="checkout"]');
    BeginCheckout.forEach((CartItem, index) => {
      CartItem?.addEventListener('click', () => {
        dataLayer.push({ ecommerce: null });
        dataLayer.push({
          event: "custom_begin_checkout",
          ecommerce: {
            items: product_details,
```

```
        value: parseFloat(cartTotalValue / 100.0),  
        currency: {{ shop.currency | json }}      }  
    });  
  });  
});  
</script>
```

Theme DataLayer Code

```
{% render 'head-datalayer' %}
```

Steps to Integrate DataLayer Code in Shopify:

1. **Backup:**
 - Always backup your current theme.
2. **Access Theme Files:**
 - Login to Shopify Admin.
 - Go to Online Store > Themes.
 - Click "Actions" > "Edit code".
3. **Insert Head DataLayer Code:**
 - Click "Add new snippet".
 - Name it **head-datalayer.liquid**.
 - Insert the "Head DataLayer Code" into this file.
 - Save changes.
4. **Integrate Checkout DataLayer Code:**
 - Click "Add new snippet".
 - Name it **datalayer-checkout.liquid**.
 - Insert the "**Checkout DataLayer Code**" into this file.
 - Save changes.
5. **Add Theme DataLayer Code:**
 - Insert the "**Theme DataLayer Code**" in the desired location (usually within **<head>** tags in **theme.liquid** after the google tag manager snippet).
 - Save changes.
6. **Test:**
 - Open a product page on Shopify, Add an item to the cart, visit the /cart/ page.
 - Click on the Begin Checkout button to initiate the checkout process.
 - In the browser's developer console, confirm the **custom_begin_checkout** event and verify dataLayer details. You can type **dataLayer** in the console window to see the object.

Note: These instructions assume a standard Shopify setup. Custom themes may require adjustments. Always test before and after applying changes.