

# Integrating Magento and Tealium iQ

by **Seth** a month ago

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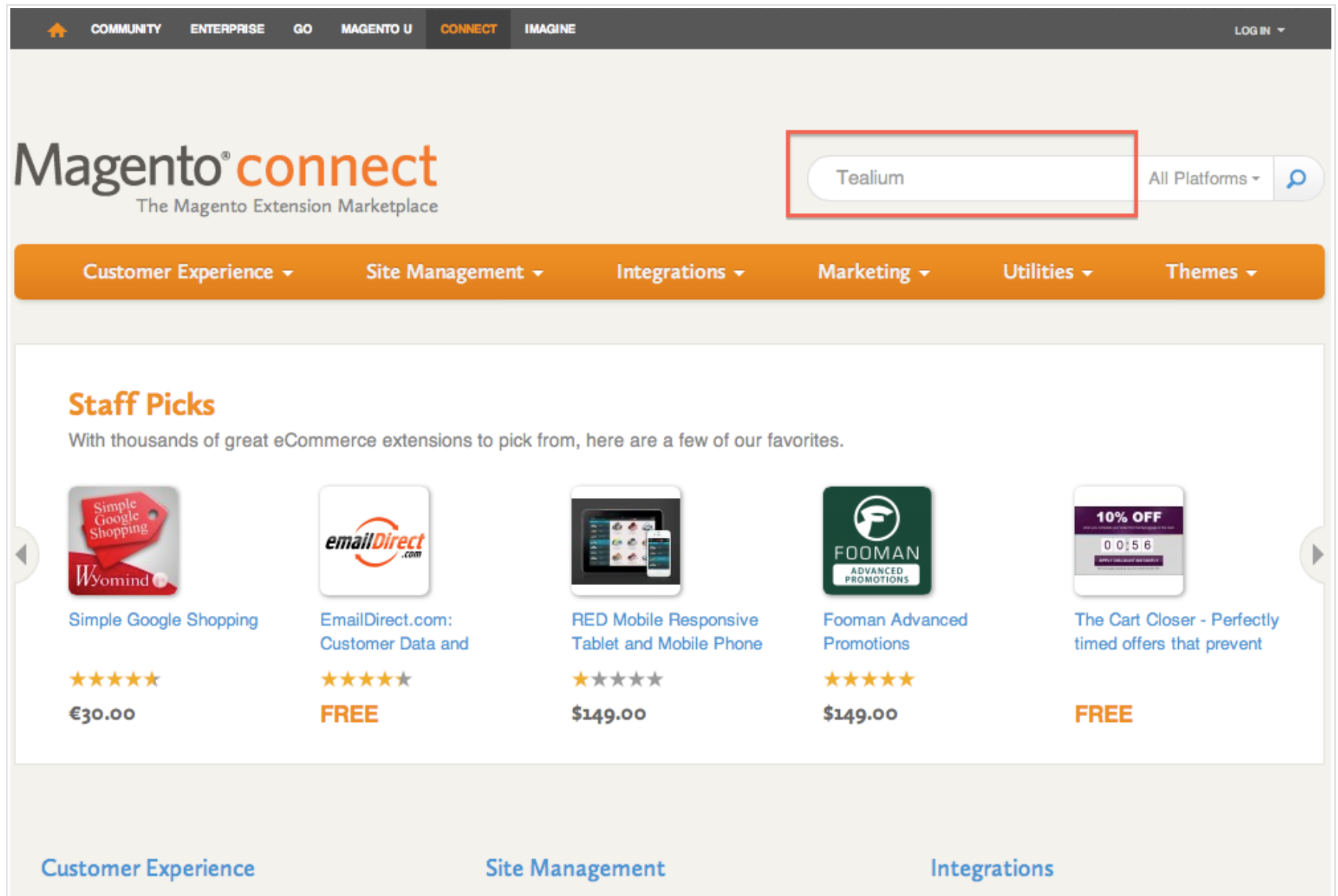
*How to integrate your Tealium implementation with Magento.*

Integrating your Tealium implementation with your Magento implementation requires you to add and enable the Tealium Extension in Magento connect.

## Adding and Enabling the Tealium Extension

To add and enable the Tealium Extension in Magento connect:

1. Log in to the [Magento Extension Marketplace](#) with your Magento account.
2. The easiest way to locate the Tealium Extension in Magento connect is to search for it via the search bar. Enter "Tealium" into the search bar and press enter.



The screenshot shows the Magento Connect website interface. At the top, there is a navigation bar with links: HOME, COMMUNITY, ENTERPRISE, GO, MAGENTO U, CONNECT, and IMAGINE. A 'LOG IN' link is in the top right corner. Below the navigation bar, the 'Magento connect' logo is displayed with the tagline 'The Magento Extension Marketplace'. To the right of the logo is a search bar containing the text 'Tealium', which is highlighted by a red rectangular box. Next to the search bar is a dropdown menu labeled 'All Platforms' and a search icon. Below the search bar is a horizontal menu with categories: Customer Experience, Site Management, Integrations, Marketing, Utilities, and Themes. The main content area features a 'Staff Picks' section with the text 'With thousands of great eCommerce extensions to pick from, here are a few of our favorites.' Below this text are five extension cards, each with an image, title, description, star rating, and price. The extensions are: Simple Google Shopping (Wyomind, 5 stars, €30.00), EmailDirect.com: Customer Data and (5 stars, FREE), RED Mobile Responsive Tablet and Mobile Phone (5 stars, \$149.00), Foومان Advanced Promotions (5 stars, \$149.00), and The Cart Closer - Perfectly timed offers that prevent (5 stars, FREE). At the bottom of the page, there are three tabs: Customer Experience, Site Management, and Integrations.

Magento<sup>®</sup> connect  
The Magento Extension Marketplace

Tealium

All Platforms

Customer Experience Site Management Integrations Marketing Utilities Themes

### Staff Picks

With thousands of great eCommerce extensions to pick from, here are a few of our favorites.

Extension Name	Developer	Rating	Price
Simple Google Shopping	Wyomind	★★★★★	€30.00
EmailDirect.com: Customer Data and	EmailDirect.com	★★★★★	FREE
RED Mobile Responsive Tablet and Mobile Phone	RED	★★★★★	\$149.00
Fooman Advanced Promotions	Fooman	★★★★★	\$149.00
The Cart Closer - Perfectly timed offers that prevent	The Cart Closer	★★★★★	FREE

Customer Experience Site Management Integrations

3. The Tealium Extension will appear in your search results. Click on the Tealium image.

The screenshot shows the Magento Connect website interface. At the top is a navigation bar with links: COMMUNITY, ENTERPRISE, GO, MAGENTO U, CONNECT (highlighted), and IMAGINE. A 'MY ACCOUNT' link is on the right. Below the navigation bar is the 'Magento connect' logo with the tagline 'The Magento Extension Marketplace'. A search bar contains 'Search for Extensions' and a dropdown for 'All Platforms'. Below this is a horizontal menu with categories: Customer Experience, Site Management, Integrations, Marketing, Utilities, and Themes. On the left is a 'Refine Results' sidebar with filters for 'Sort by' (Most Popular), 'Platform' (All Platforms), and 'Version' (All). It also includes a 'Trusted Extensions' checkbox, radio buttons for 'Search within' and 'New Search', a 'Keyword (s)' search box, and a 'Keywords' list with 'Tealium' entered. The main content area displays 'Results: Tealium' with a red border around the first result. The result card for 'Tealium Tag Management' includes the Tealium logo, a description: 'Tealium's tag management makes it easy for marketers to deploy and manage their third-party vendor tags', a '12' rating with a flame icon, and a 'FREE' badge. Filter buttons for 'All', 'Free', and 'Paid' are on the right.

COMMUNITY ENTERPRISE GO MAGENTO U **CONNECT** IMAGINE MY ACCOUNT

# Magento<sup>®</sup>connect

The Magento Extension Marketplace

Search for Extensions All Platforms

Customer Experience Site Management Integrations Marketing Utilities Themes

Refine Results

Sort by  
Most Popular

Platform  
All Platforms

Version  
All

☐ Trusted Extensions


☒ Search within ☐ New Search

Keyword (s)

Keywords  
Tealium

## Results: Tealium

All Free Paid



### Tealium Tag Management

Tealium's tag management makes it easy for marketers to deploy and manage their third-party vendor tags

12

FREE

4. Click 'Install Now'.

The footer navigation bar is identical to the top navigation bar, featuring links: COMMUNITY, ENTERPRISE, GO, MAGENTO U, CONNECT (highlighted), and IMAGINE. A 'MY ACCOUNT' link is on the right.

COMMUNITY ENTERPRISE GO MAGENTO U **CONNECT** IMAGINE MY ACCOUNT

# Magento<sup>®</sup>connect

The Magento Extension Marketplace

[Customer Experience](#) ▾[Site Management](#) ▾[Integrations](#) ▾[Marketing](#) ▾[Utilities](#) ▾[Themes](#) ▾

## Tealium Tag Management

[Write the first review](#)

12 Popularity Score

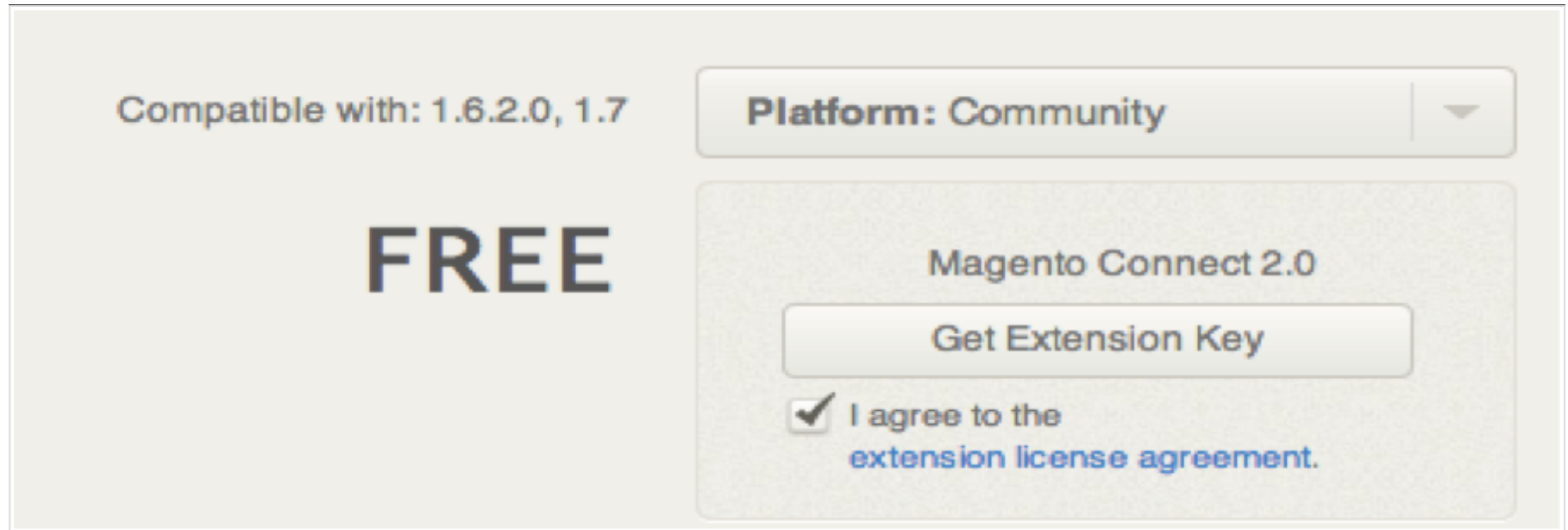
[Follow this extension](#)

Tealium's tag management makes it easy for marketers to deploy and manage their third-party vendor tags

Compatible with: 1.6.2.0, 1.7

**Platform:** Community ▾**FREE****Install Now**

5. Make certain you check the the Extension license terms box to agree to the terms. Click 'Get Extension Key'.



Compatible with: 1.6.2.0, 1.7

**FREE**

Platform: Community

Magento Connect 2.0

Get Extension Key

☒ I agree to the extension license agreement.

6. The Extension Key will appear in the key field. Copy the Extension Key.



Compatible with: 1.6.2.0, 1.7

**FREE**

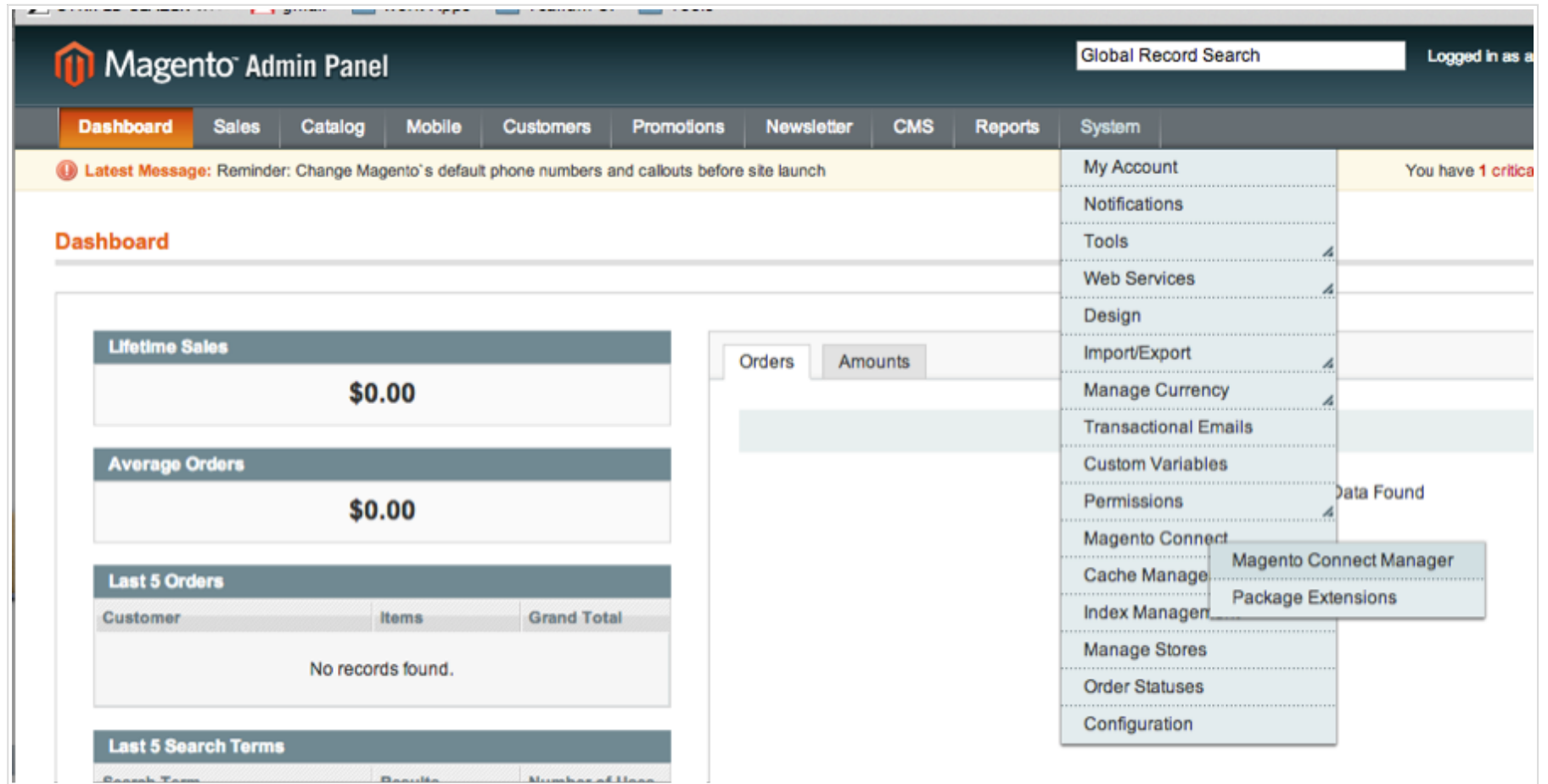
Platform: Community

Magento Connect 2.0

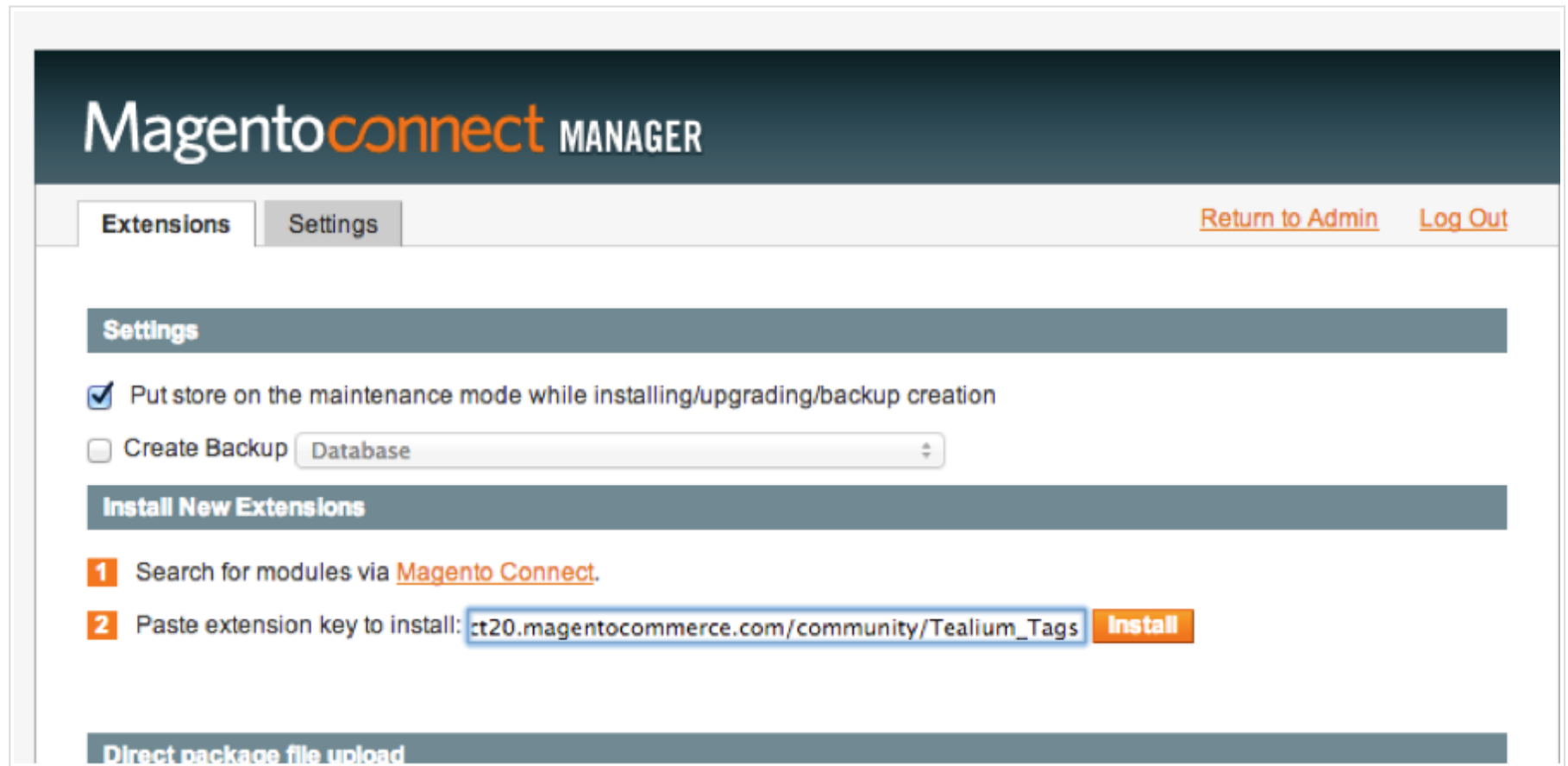
<http://connect20.magentocommerce.com>

Select Key

7. Navigate to your Magento Admin Panel and click on the 'System' drop-down.
8. From the System drop-down, click on 'Magento Connect' and then click on 'Magento Connect Manager'. The Magento Connect Manager window will appear.



9. Under the 'Install New Extensions' header, paste the Extension key you copied from the Magento Extension marketplace into the empty field.



# Magentoconnect MANAGER

**Extensions** **Settings** [Return to Admin](#) [Log Out](#)

## Settings

☒ Put store on the maintenance mode while installing/upgrading/backup creation

☐ Create Backup Database

## Install New Extensions

- 1 Search for modules via [Magento Connect](#).
- 2 Paste extension key to install: ct20.magentocommerce.com/community/Tealium\_Tags **Install**

## Direct package file upload

10. Click 'Install'.

11. The Extension dependencies will appear. Click 'Proceed'.

# Magentoconnect MANAGER

Extensions

Settings

[Return to Admin](#) [Log Out](#)

## Settings

☒ Put store on the maintenance mode while installing/upgrading/backup creation

☐ Create Backup 

Database

## Install New Extensions

1

 Search for modules via [Magento Connect](#).

2

 Paste extension key to install: 

http://connect20.magentocommerce.com/community/7

Install

### Extension dependencies

Channel	Package Name	Version	Status
community	Tealium_Tags	0.2.0 (stable)	Ready to install

Cancel installation

Proceed

12. Wait for the 'Procedure completed. Please check the output frame for useful information and refresh the page to see the changes.' message to appear beneath the console.



Mage_Locale_en_US	1.7.0.1 (stable)	<input type="text" value="↓"/>	en_US locale
Magento_Mobile	1.7.0.1.22.1 (stable)	<input type="text" value="↓"/>	Magento Mobile Xml Interface
Phoenix_Moneybookers	1.3.1 (stable)	<input type="text" value="↓"/>	Moneybookers payment gateway integration

**Commit Changes**☒ Auto-scroll console contents

```
Checking dependencies of packages
Installing package community/Tealium_Tags 0.2.0
Package community/Tealium_Tags 0.2.0 installed successfully
Package installed:
  community Tealium_Tags 0.2.0

Cleaning cache
....
Cache cleaned successfully
```

Procedure completed. Please check the output frame for useful information and refresh the page to see changes.

**Refresh**

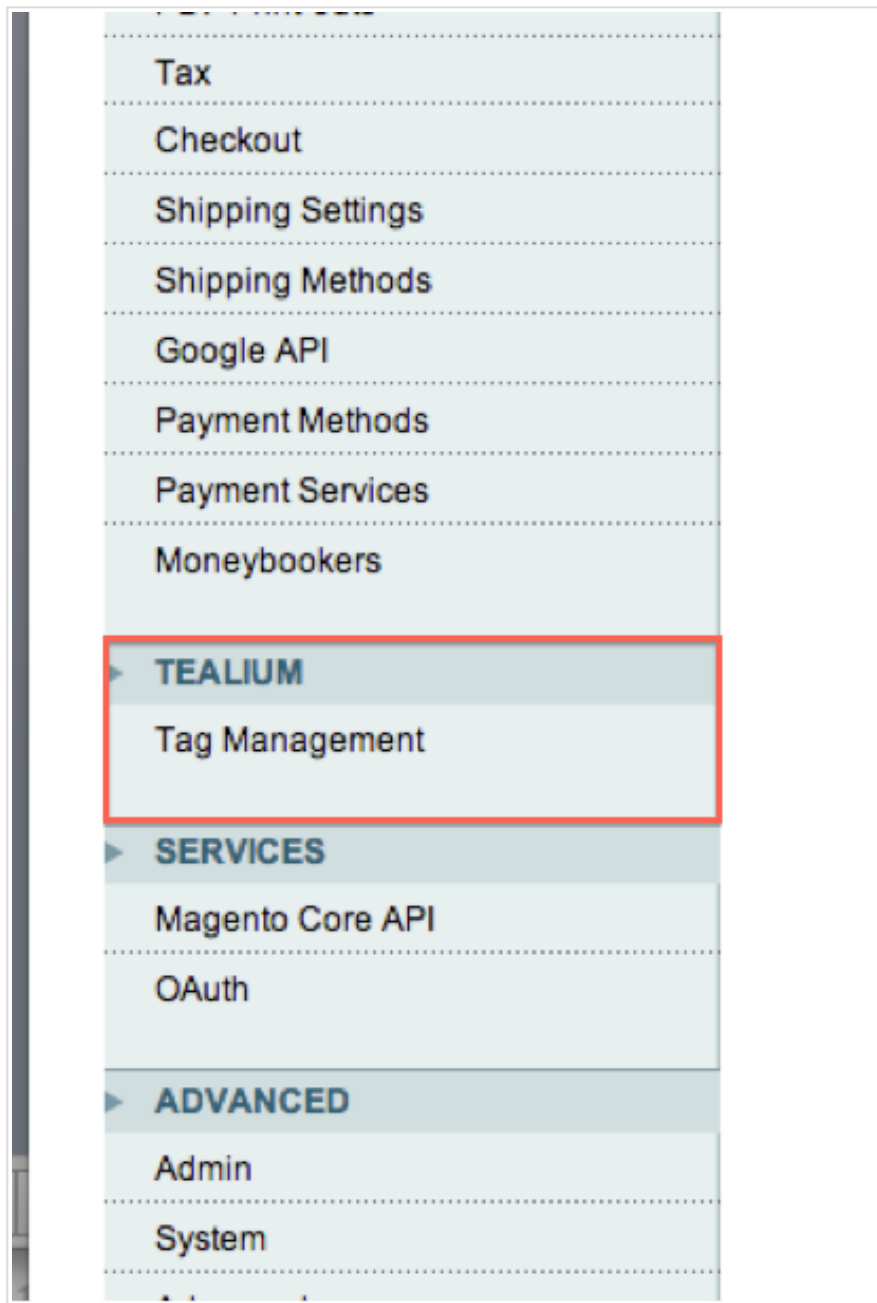
13. Click the 'Return to Admin' link to return to the Magento Admin Panel.

14. Click on the 'System' drop-down again.

15. Click on 'Configuration' at the bottom of the 'System' drop-down list. You will navigate to the Configuration page.

The screenshot displays the Magento Admin Panel interface. At the top, the 'Magento Admin Panel' logo is on the left, and a 'Global Record Search' bar is on the right. Below the header is a navigation bar with tabs for Dashboard, Sales, Catalog, Mobile, Customers, Promotions, Newsletter, CMS, Reports, and System. The 'System' tab is currently selected. A yellow banner below the navigation bar contains a 'Latest Message' about changing default phone numbers. The main content area is divided into two columns. The left column, titled 'Dashboard', contains four widgets: 'Lifetime Sales' showing '\$0.00', 'Average Orders' showing '\$0.00', 'Last 5 Orders' (a table with columns Customer, Items, and Grand Total, showing 'No records found.'), and 'Last 5 Search Terms'. The right column contains a 'System' drop-down menu with the following options: My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The 'Configuration' option at the bottom of the menu is highlighted with a red rectangular box.

16. While in the Configuration page, click on Tag Management, located under Tealium in the navigation bar on the left.

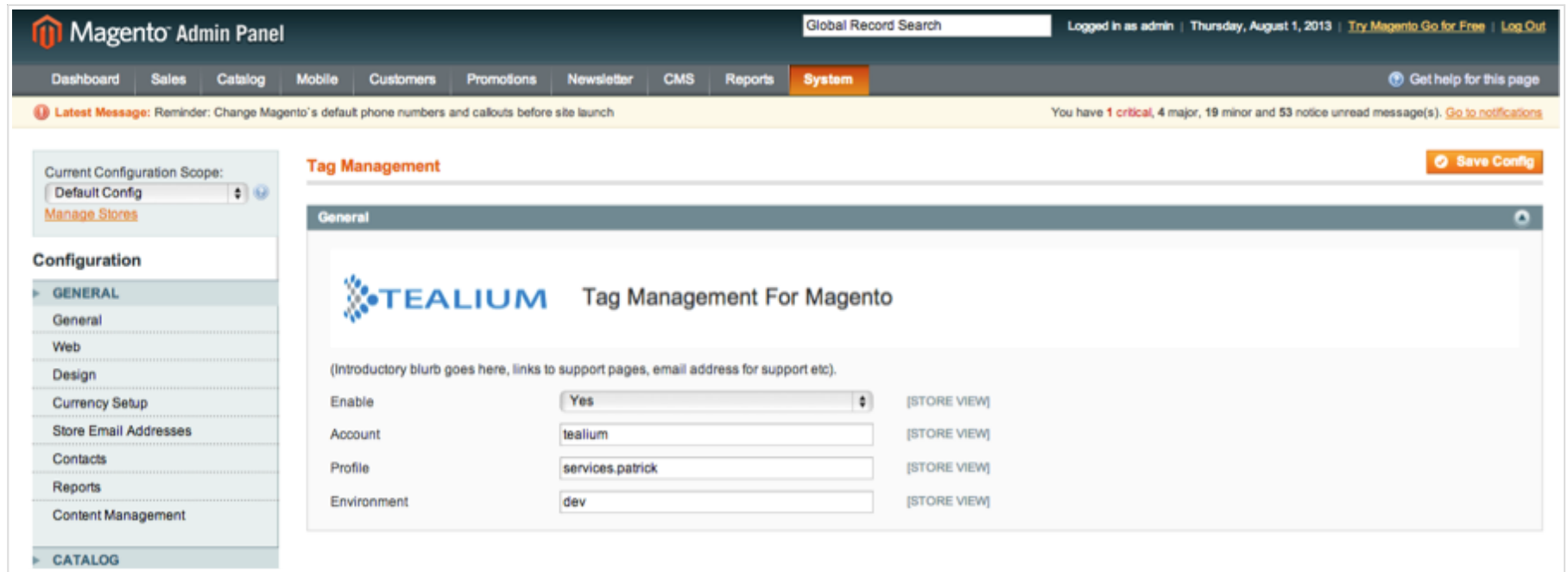


17. Select 'Yes' for **Enable**.

18. Enter the account name, profile name, and Publish Environment (Dev, QA, Prod, or custom) information into the appropriate

fields.

19. Click 'Save Config' in the upper right corner.



You have integrated your Tealium implementation with your Magento implementation. Perform any further configuration of your Tealium implementation through [Tealium iQ](#).

## Troubleshooting

You see a 404 error when viewing the Magento Extension Configuration Page

To resolve this issue:

1. In the Magento Admin Panel click on the System drop-down menu.
2. From the System menu, select 'Permissions', then select 'Roles'.
3. The Roles page will appear. Click on the role that applies to you.
4. The Role Information page will appear. Click on the 'Role Users' tab under the Role Information menu on the left.

5. Click 'Reset Filter'.
6. Click 'Save Role'.
7. Log out of the Magento Admin Panel, then log back in. The Magento Extension Configuration page should load normally.

