Home    >    Documentation    >    Developer Tools Documentation    >

# Integrating Magento and Tealium iQ

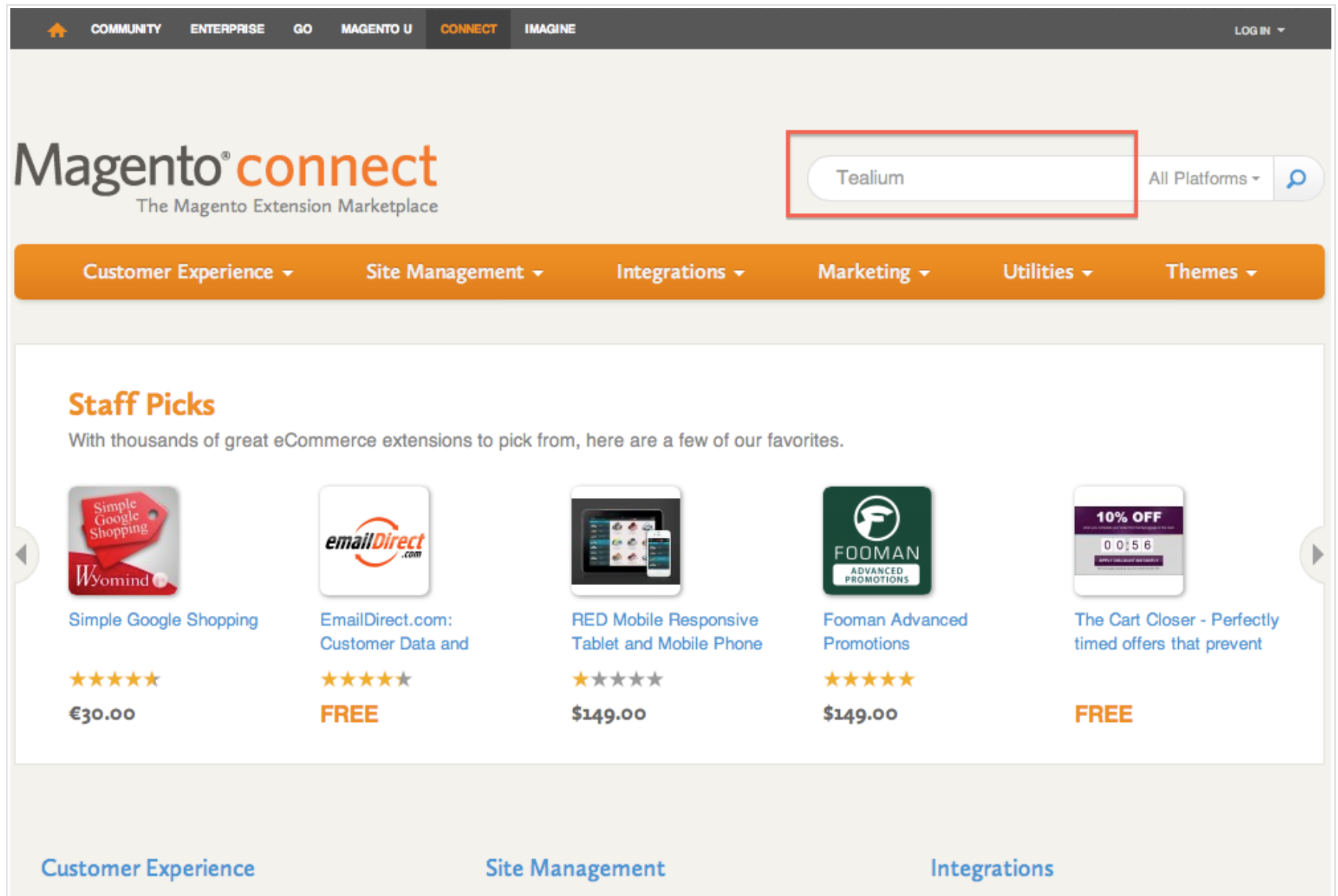by **Seth** a month ago                                                              (18 Views)

*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.

**COMMUNITY** **ENTERPRISE** **GO** **MAGENTO U** **CONNECT** **IMAGINE** LOG IN ▼

# Magento® 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.

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

**Customer Experience**      **Site Management**      **Integrations**

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

**4.** Click 'Install Now'.

# Magento® connect
### The Magento Extension Marketplace

Search for Extensions | All Platforms ▾ | 🔍

| Customer Experience ▾ | Site Management ▾ | Integrations ▾ | Marketing ▾ | Utilities ▾ | Themes ▾ |

## Tealium Tag Management

★★★★★        🔥 **12 Popularity Score**

Write the first review
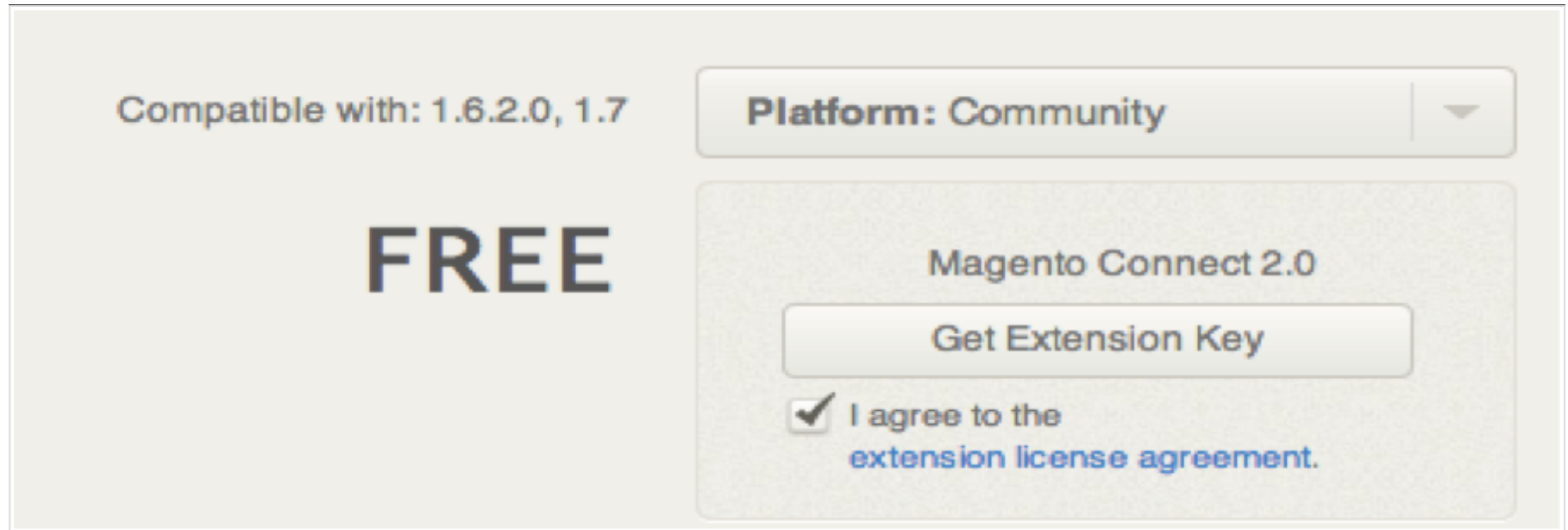
Follow this extension

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'.



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

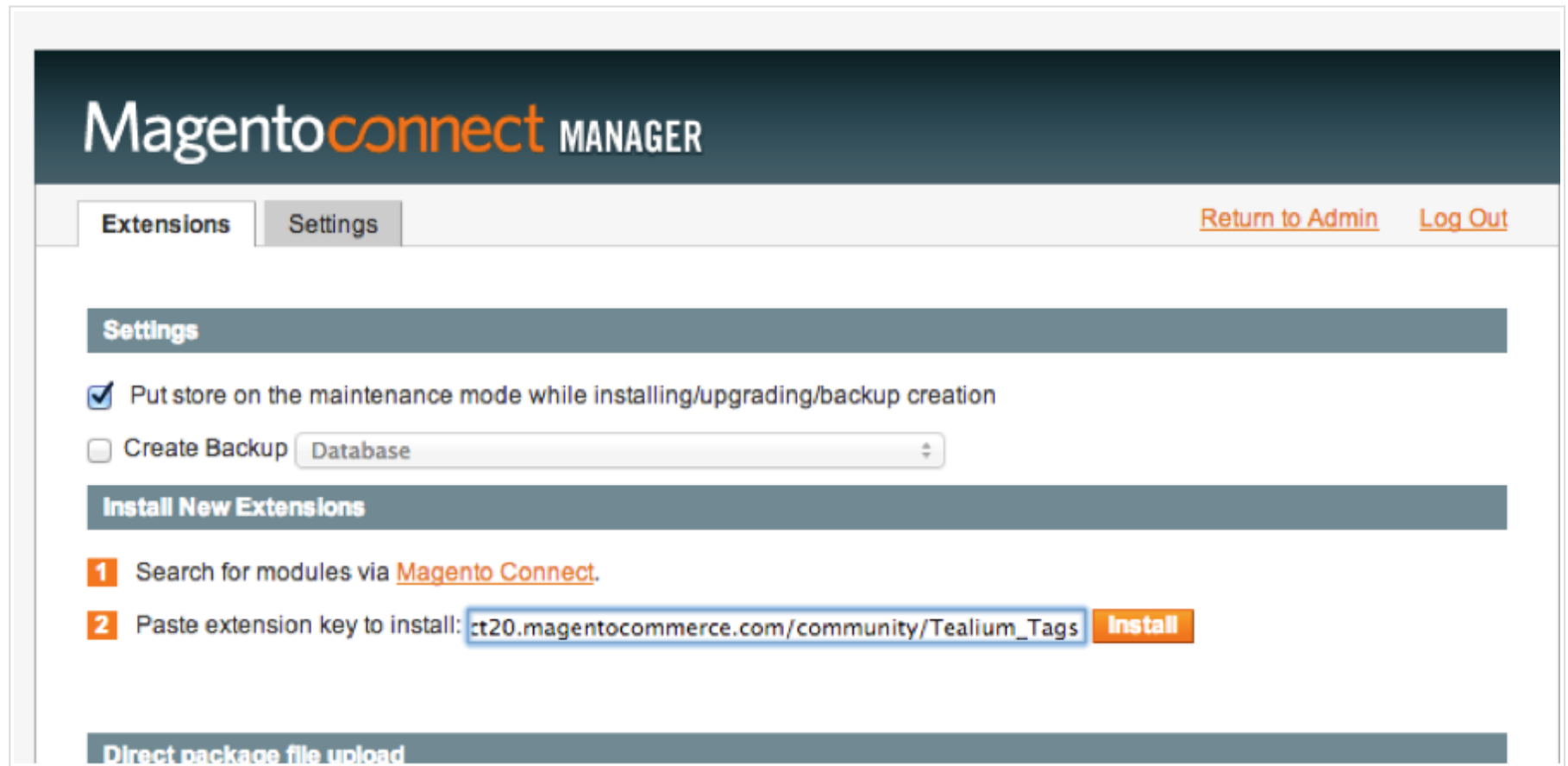**7.** Navigate to your Magento Admin Panel and click on the 'System' drop-down.

**8.** From the System drop-down, click on 'Magento Connect' and then click on 'Magento Connect Manager'. The Magento Connect Manager window will appear.
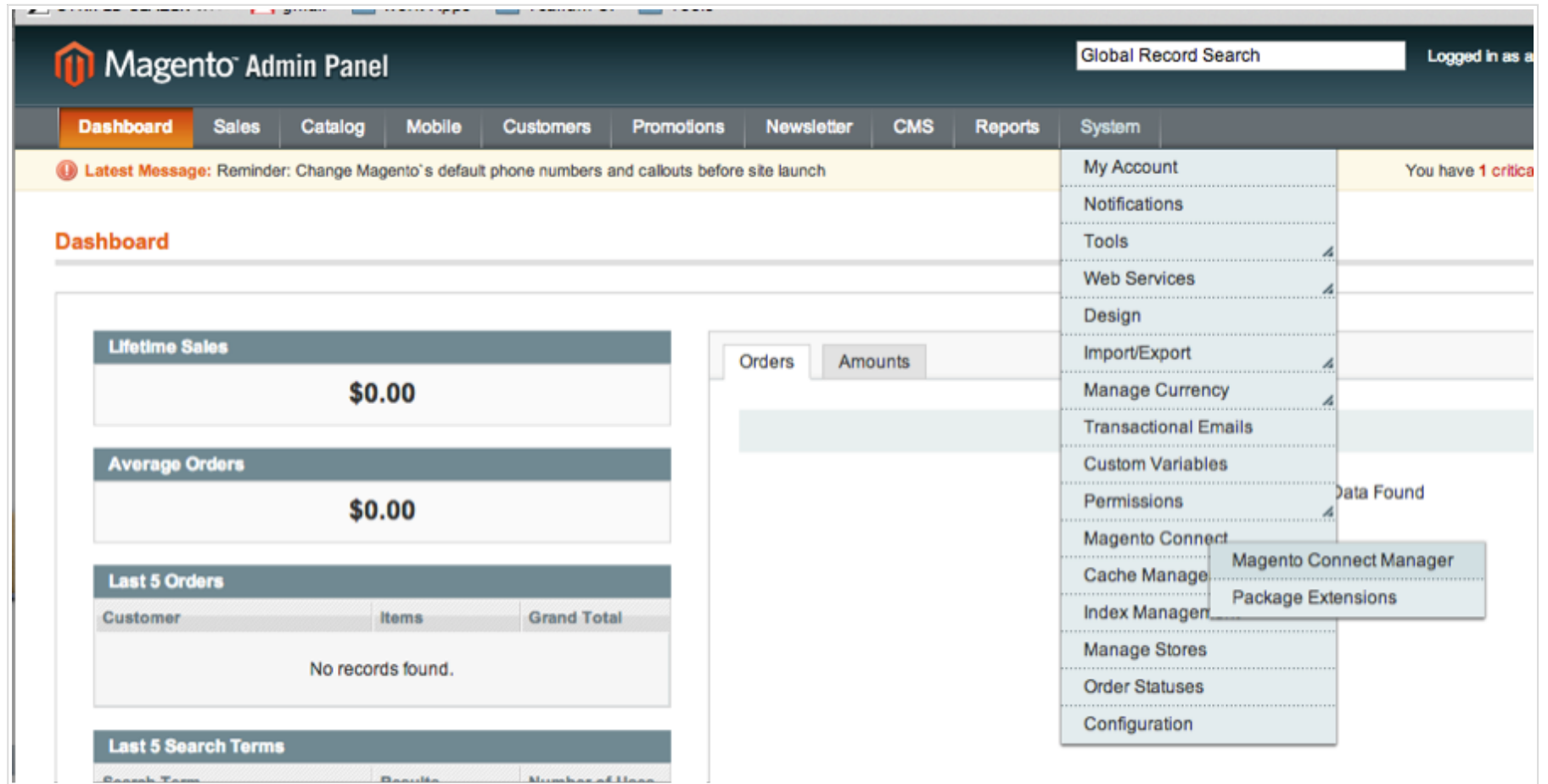


**9.** Under the 'Install New Extensions' header, paste the Extension key you copied from the Magento Extension marketplace into the empty field.

**10.** Click 'Install'.

**11.** The Extension dependencies will appear. Click '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) | ⇕ | en_US locale |
|---|---|---|---|
| Magento_Mobile | 1.7.0.1.22.1 (stable) | ⇕ | Magento Mobile Xml Interface |
| Phoenix_Moneybookers | 1.3.1 (stable) | ⇕ | 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.**
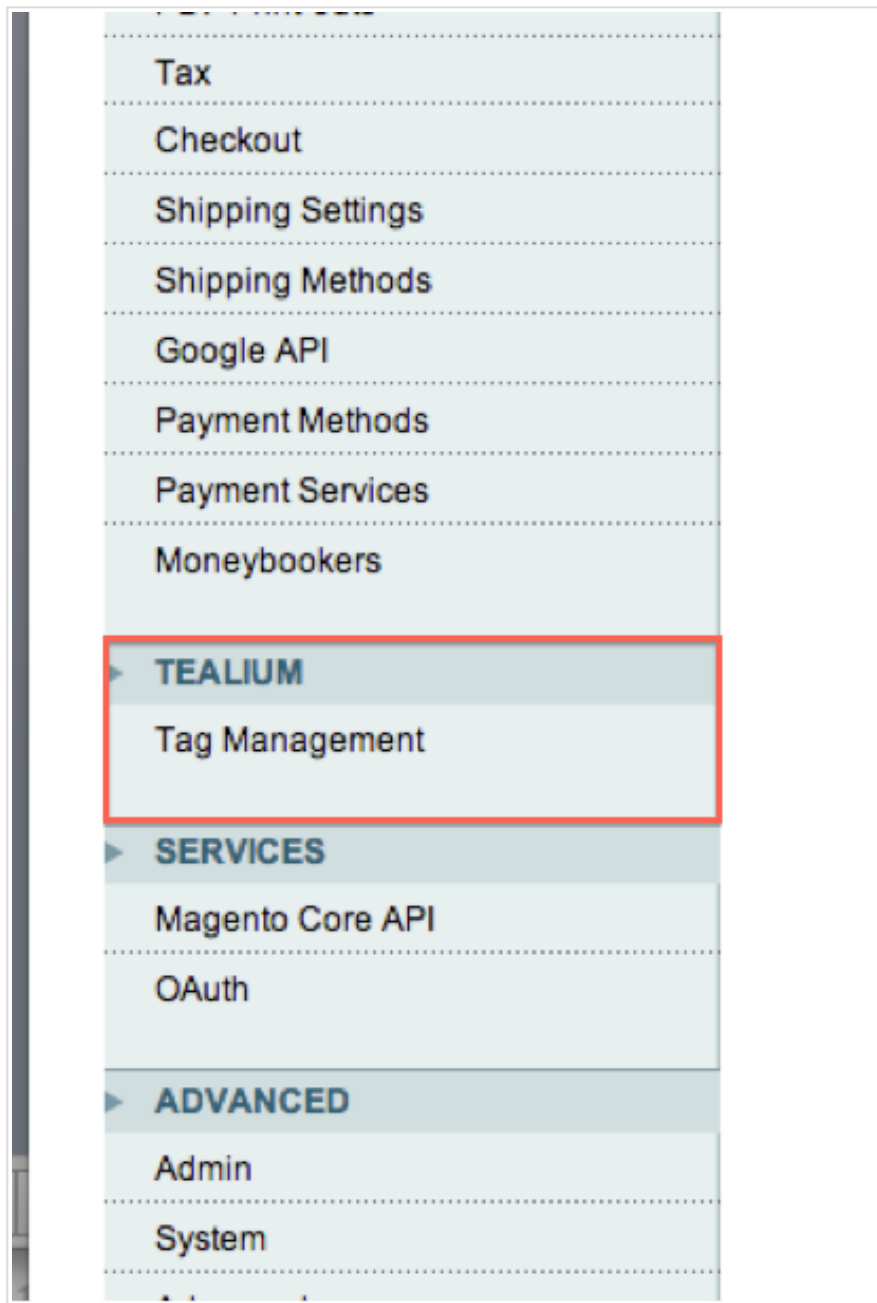
**Refresh**

**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.



**16.** While in the Configuration page, click on Tag Management, located under Tealium in the navigation bar on the left.
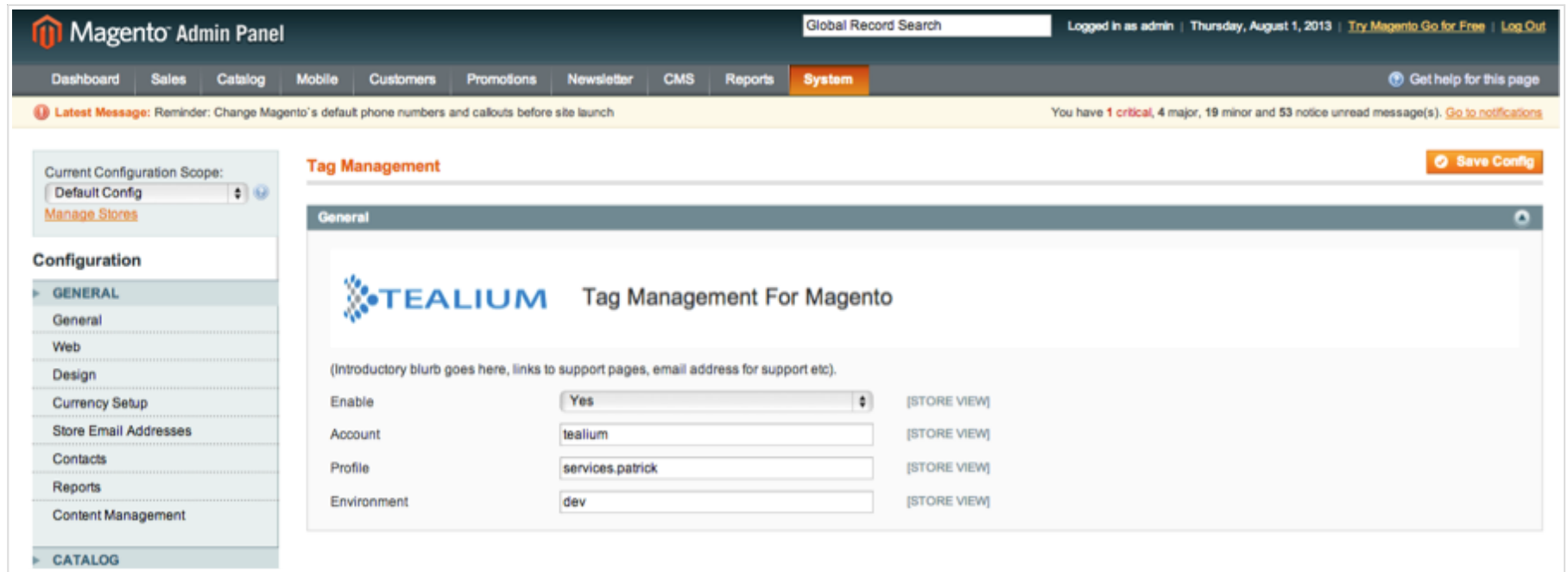
**17.** Select 'Yes' for **Enable**.

**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.

BOOKMARK

wered by **Lithium**