BusinessTech

Module - Google Analytics: GA4 and Universal Analytics

The **"Google Analytics: GA4 and Universal Analytics"** module installs the Google Analytics 4 tag on your PrestaShop store and allows you to benefit from innovative reports in order to deeply understand your users and to set up an efficient marketing strategy. The tag installed on your store also allows you to continue collecting data in Universal Analytics reports.

At each step of the configuration, feel free to click on the links to access our detailed step-by-step documentation.

Configuration

After installation, enter the configuration of your new module "Google Analytics: GA4 and Universal Analytics".

1. Enable Google Analytics 4 tracking

Before enabling your Google Analytics 4 (GA4) tag tracking and starting to collect data, you must create your Google Analytics 4 property in your Google Analytics account. To do this, you can:

- either create a GA4 property only
- or create both a GA4 property and a Universal Analytics (UA) property

In any case, once your GA4 property has been created, go to the "Google Analytics 4 tracking" tab of the module, enable the GA4 tracking and enter your GA4 measurement ID:


And that's it! Your tag starts collecting your first data. You can test its functioning by reading our documentation on the subject.

2. Enable Universal Analytics tracking

Universal Analytics refers to the previous generation of Google Analytics for measuring website traffic. If you were using Universal Analytics until now, you can continue to fill in the reports of your UA property, and access its history. To do so, you just need to associate your existing UA property with your previously created GA4 property. If you only have a GA4 property, the activation of the UA tracking is not mandatory to use the module. However, you can trigger it at any time by creating a UA property and associating it with your existing GA4 property.

In any case, to trigger the data collection in your UA property through the tag installed on your site, go to the "Universal Analytics tracking" tab of the module, enable UA tracking and enter the UA tracking ID:

3. Advanced Settings

Go to the "Advanced Settings" tab to configure your tag more precisely:

3.a. Event customization

Our module is pre-configured for most themes and can also be adapted to special cases!

If you don't see certain events appear in your Google Analytics account when they should be triggered, it may be because your theme is using **custom HTML elements instead of the default elements** for these events. In this case, go to the "Advanced Settings" tab and ask your technical contact to indicate, instead of the default HTML elements corresponding to these events, the custom HTML elements used by your theme. For example, if instead of using the HTML element "a.remove-from-cart", your theme uses the custom element "a.remove-from-shopping-cart", replace "a.remove-from-cart" by "a.remove-from-shopping-cart" in the remove from cart event field:

3.b. Conversion management

By default, the conversion value (i.e. the order amount) sent does NOT include taxes, shipping and handling. However, if you want to include one or more of these costs, select "Yes" for the corresponding option(s) in the "Conversion Management" section.

For example, in the configuration below, the conversion values (order amounts) sent to Google Analytics will include taxes and shipping costs but not wrapping costs:

3.c. Category wording

The module lets you choose how the category names will be displayed in your Google Analytics reports. You can choose to show only the current category name (short format), or the full breadcrumb (long format). The long format can be very useful to differentiate between several sub-categories that have the same name.

3.d. Status of refunded / partially refunded orders

Finally, in order for Google Analytics to accurately take into account orders that have been refunded or partially refunded, the module gives you the possibility to select the corresponding statuses:

4. Consent mode

Our module allows you to enable Google Analytics **consent mode** to adjust the behavior of the Google Analytics tag based on the consent status of your users. If it is enabled, then as long as users' consent to install cookies has not been received, the tag will only send non-personally identifiable information.

The consent mode of the module is compatible with any cookie management module. However, if you want to have different levels of consent (consent only to statistical cookies or only to marketing cookies), we recommend that you use the "Advanced Cookie Banner" module of Presta-Module.

Please read our documentation to learn how to configure consent mode based on your cookie management module.