Google Tag Manager & Google Analytics (GA4 ready) for Shopware 6

Installation

The plugin can be installed in different ways. Either via the shop admin or via composer.

Shop-Admin

Once you have downloaded the plugin, you can install it via the shop admin. To do this, select the menu item "Extensions" → "My Extensions". There is a button "Upload extension" in the top bar; here you can add the plugin to the store. The plugin then needs to be installed and activated.

Composer

To install the plugin via Composer, go to your Shopware account. Here you select the plugin in your license list. On the plugin page you will find a button "Install via composer", which is located directly under the plugin name. Follow the instructions on the layer that opens.
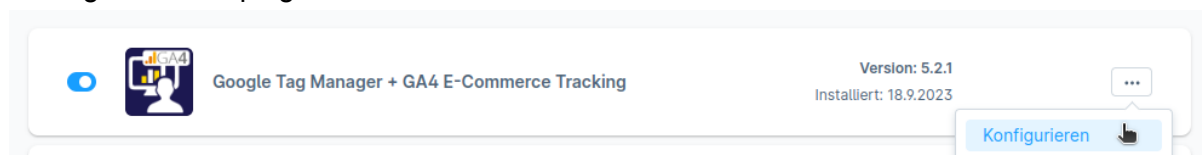
Notice

To ensure that individual extensions are retained in the DataLayer, the new plugin uses the same tables as its predecessor. If you already have the old plugin installed, please do the following:
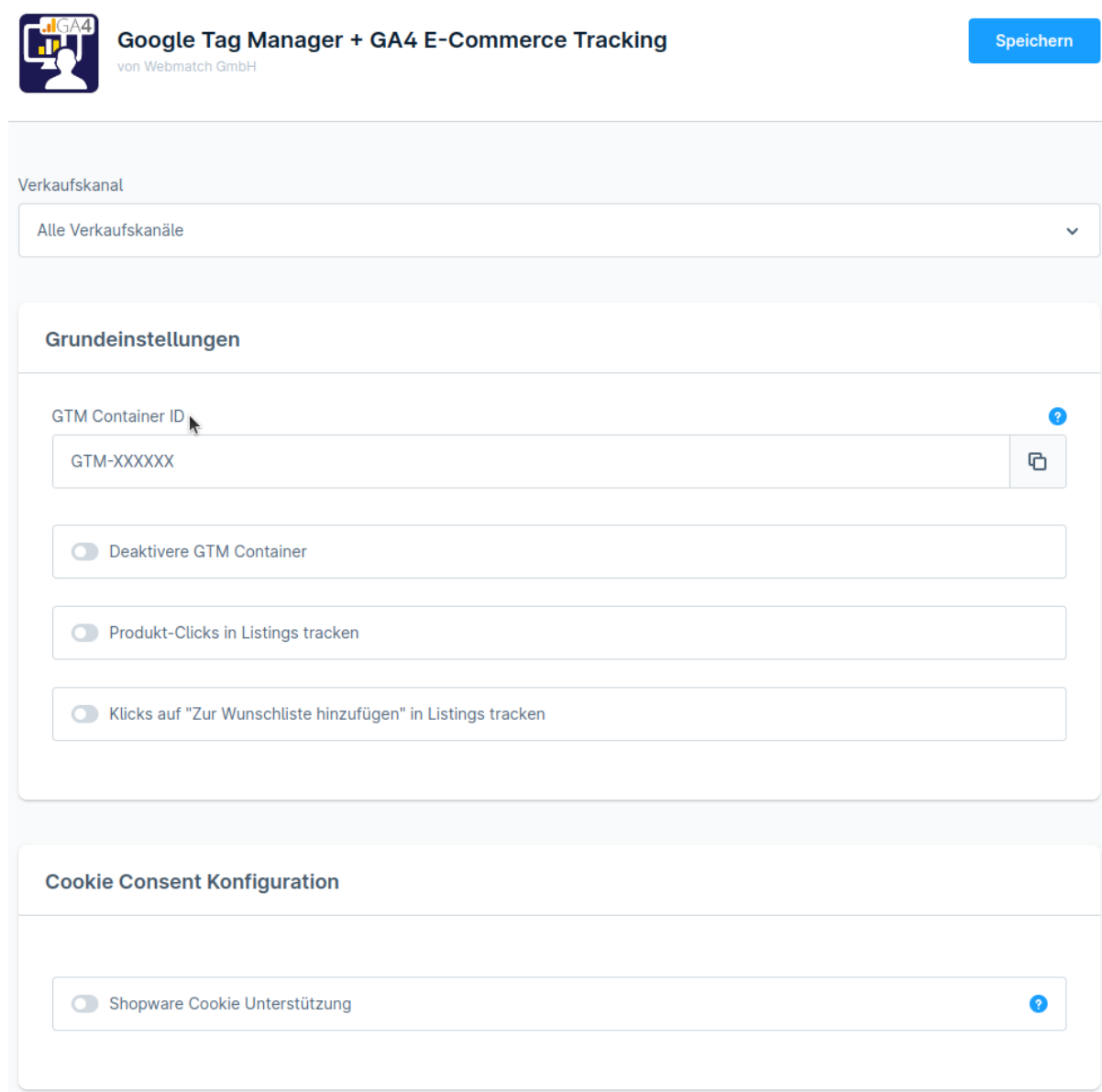
- Uninstall the old plugin before installing the new one.
- During the uninstallation process, please do not select the "Permanently remove all app data" option.
- After installing the new plugin, the GA4 layer will be automatically integrated into the existing tables without you having to take any further steps.

Plugin configuration

To activate the tag manager, you must first configure the plugin. To do this, click on "Configure" in the plugin overview:

As a minimum configuration, at least the GTM ID must be entered, otherwise the tag manager will not be loaded. If no ID is set, all other settings are also without function.

If you want to deactivate the tag manager (temporarily), you can activate the "Deactivate GTM Container" option. This means the GTM ID remains saved. If the option is set, all other settings are also without function.

In order to track clicks on products in the listings, you must activate the "Track product clicks in listings" option:

To track the "add_to_wishlist" event, you must enable the "Track Add to Wishlist clicks" option.

If you want to add an entry to the Shopware Consent Manager, you must activate the "Shopware Cookie Support" option.

If this option is activated, the following entry will be added to the Shopware Consent Manager. And the tag manager is only loaded when the user accepts the Google Tag Manager or the corresponding cookie "wbm-tagmanager-enabled" is set to "1".

DataLayer

In the shop admin menu you will find our plugin under "Marketing" → "Google Tag Manager". From the home page you can access the module definition, the DataLayer definition of the individual pages or you have the option of exporting and importing the settings.

Module

There is a list in the modules that defines which pages a DataLayer should be added to. The modules consist of only 3 values: "Name", "Route" and "Alternative route of the response". As a rule, no changes need to be made here. No URLs are specified as routes, but rather the internal name of the Shopware Symfony route.

Here is an example of the product detail page:

Properties

The respective DataLayer that should be displayed on the individual pages is defined under Properties. To view or customize the DataLayer definition, select the appropriate module above. On the page that opens, you will find the structure of the DataLayer on the left. The hierarchy of keys is defined here.
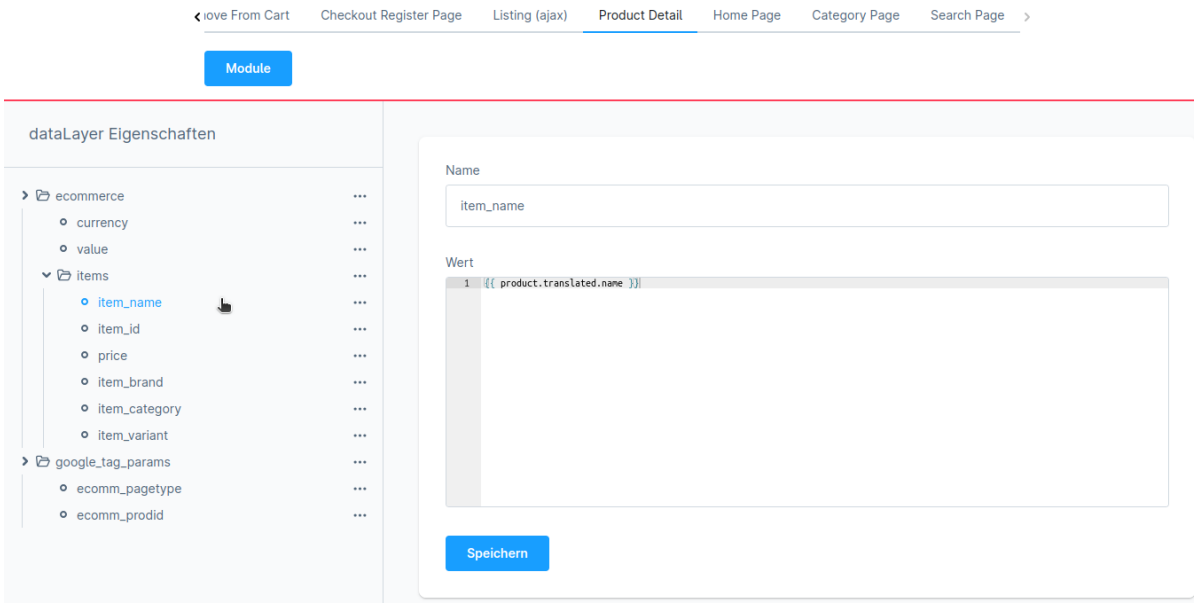
On the right side, after you have selected a data layer key, you will find the option to specify it. The name (key) and the value of the corresponding field in the DataLayer can be specified. The value is specified in Twig syntax. All values that are also available on the target page can be used.

Example - the product name on the product detail page:

Ex-/Import

By clicking on the "Export data layers" button (on the home page) you will receive a JSON file. You can import these again on another system. To do this, click on "Import data layers" previously exported Select JSON file and then "Import".

Exporting and importing makes sense, for example, if you have customized and tested the DataLayer on a test system and now want to transfer the changes to the productive system.