

# CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION



<b>CMS System</b>	<b>Shopify</b>	Shopify Inc. Phone: 800-103-7220 Website: <a href="http://www.shopify.com">http://www.shopify.com</a>
<b>Supported Versions</b>	<b>All Versions</b>	Current version:
<b>Supported Google Products</b>	<b>All Products</b>	Level of complexity: Low Typical effort: 30-60 Min Level of Regalix rep experience: High
<b>Notes</b>	<b>No known issues</b>	
<b>Related Products</b>	<b>N/A</b>	
<b>Google Analytics</b> (Approx. 30 min)	<b>Via Shopify Admin</b> 1. Settings > General 2. Scroll Down To Google analytics 3. Enter Analytics UA number	<b>Sample</b> UA-1234567-1
<b>Google Tag Manager</b> (Approx. 30 min)	<b>Via Shopify Admin</b> 1. Themes > Template Editor 2. Select theme.liquid 3. Place tag manager code just below the opening body tag	<b>Sample</b> <pre> &lt;!-- Google Tag Manager --&gt; &lt;noscript&gt;&lt;iframe src="//www.googletagmanager.com/ns.html?id=GTM-N333SF" height="0" width="0" style="display:none;visibility:hidden"&gt;&lt;/iframe&gt;&lt;/noscript&gt; &lt;script&gt;(function(w,d,s,l,i){w[l]=w[l]  [];w[l].push({'gtm.start': new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0], j=d.createElement(s),dl=!l?'dataLayer':'&amp;l='+l+'';j.async=true;j.src= '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.ins ertBefore(j,f); })(window,document,'script','dataLayer','GTM-XXXXXX');&lt;/script&gt; &lt;!-- End Google Tag Manager --&gt; </pre>

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<b>Conversion Tracking</b> (Approx. 30 min)	<b>Via Shopify Admin</b> 1. Settings > Checkout 2. Scroll Down To additional contents & scripts 3. Enter conversion tracking code	<b>Sample</b> <pre> &lt;!-- Google Code for Purchase Conversion Conversion Page --&gt; &lt;script type="text/javascript"&gt; /* &lt;![CDATA[ */ var google_conversion_id = xxxxxxxx; var google_conversion_language = "en"; var google_conversion_format = "3"; var google_conversion_color = "ffffff"; var google_conversion_label = "QTk4CIT76QkQqNur9gM"; var google_conversion_value = {{total_price   money_without_currency}}; var google_remarketing_only = false; /* ]]&gt; */ &lt;/script&gt; &lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt; &lt;/script&gt; &lt;noscript&gt; &lt;div style="display:inline;"&gt; &lt;img height="1" width="1" style="border-style:none;" alt="" src="//www.googleadservices.com/pagead/conversion/ xxxxxxxx /?value={{total_price   money_without_currency}}&amp;amp;label=QTk4CIT76QkQqNur9gM&amp; amp;guid=ON&amp;amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt; </pre>
<b>Remarketing</b> (Approx. 30 min)	<b>Via Shopify Admin</b> 1. Themes > Template Editor 2. Select theme.liquid 3. Place tag manager code just below the closing body tag	<b>Sample</b> <pre> &lt;!-- Google Code for Remarketing Tag --&gt; &lt;script type="text/javascript"&gt; /* &lt;![CDATA[ */ var google_conversion_id = xxxxxxxx; var google_custom_params = window.google_tag_params; var google_remarketing_only = true; /* ]]&gt; */ &lt;/script&gt; &lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt; &lt;/script&gt; &lt;noscript&gt; &lt;div style="display:inline;"&gt; &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconver sion/ xxxxxxxx /?value=0&amp;amp;guid=ON&amp;amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt; </pre>
<b>Dynamic Remarketing</b> (Approx. 60 min)	<b>Via Shopify Admin</b> 1. Themes > Template Editor 2. Select product.liquid, cart.liquid, collection.liquid, index.liquid and 3. Place respective dynamic remarketing tag just below the closing body tag.	<b>FOR HOME PAGE</b> <pre> &lt;script type="text/javascript"&gt; var google_tag_params = {   ecomm_pagetype: 'home' }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* &lt;![CDATA[ */ var google_conversion_id = xxxxxxxx; </pre>

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	<p>4. For checkout page, goto settings &gt; checkout &gt; additional contents &amp; scripts</p>	<pre> var google_custom_params = window.google_tag_params; var google_remarketing_only = true; /* ]]&gt; */ &lt;/script&gt; &lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt; &lt;/script&gt; &lt;noscript&gt; &lt;div style="display:inline;"&gt; &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/xxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt;  <b>FOR CATEGORY PAGES</b> &lt;script type="text/javascript"&gt; var google_tag_params = {   ecomm_pagetype: 'category' }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* &lt;![CDATA[ */ var google_conversion_id = xxxxxxxx; var google_custom_params = window.google_tag_params; var google_remarketing_only = true; /* ]]&gt; */ &lt;/script&gt; &lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt; &lt;/script&gt; &lt;noscript&gt; &lt;div style="display:inline;"&gt; &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/xxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt;  <b>FOR PRODUCT PAGES</b> &lt;script type="text/javascript"&gt; var google_tag_params = {   ecomm_prodid: '{{product.id}}',   ecomm_pagetype: 'product',   ecomm_totalvalue: '{{ product.price   money_without_currency }}' }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* &lt;![CDATA[ */ var google_conversion_id = xxxxxxxx; var google_custom_params = window.google_tag_params; var google_remarketing_only = true; /* ]]&gt; */ &lt;/script&gt; &lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt; &lt;/script&gt; &lt;noscript&gt; </pre>
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		<pre> &lt;div style="display:inline;"&gt; &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/xxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt;  <b>FOR CART PAGE</b> &lt;script type="text/javascript"&gt; var productIds = new Array(); var i; {% for item in cart.items %}   productIds.push({{item.product.id}}); {% endfor %} var google_tag_params = {   ecomm_prodid: productIds,   ecomm_pagetype: 'cart',   ecomm_totalvalue: '{{ cart.total_price   money_without_currency}}' }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* <![CDATA[ */ var google_conversion_id = xxxxxxxx; var google_custom_params = window.google_tag_params; var google_remarketing_only = true; /* ]]> */ &lt;/script&gt; &lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt; &lt;/script&gt; &lt;noscript&gt; &lt;div style="display:inline;"&gt; &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/xxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt;  <b>FOR CONFIRMATION/CHECKOUT PAGE/THANK YOU PAGE</b> &lt;script type="text/javascript"&gt; var productIds = new Array(); {% for line in line_items %}   var productId = {{ line.product.id }};   productIds.push(productId); {% endfor %} var google_tag_params = {   ecomm_prodid: productIds,   ecomm_pagetype: 'purchase',   ecomm_totalvalue: {{total_price   money_without_currency}} }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* <![CDATA[ */ var google_conversion_id = xxxxxxxx; var google_custom_params = window.google_tag_params; var google_remarketing_only = true; /* ]]> */ &lt;/script&gt; &lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt; </pre>
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		<pre>&lt;/script&gt; &lt;noscript&gt; &lt;div style="display:inline;"&gt; &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/xxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt;</pre>
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