CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

CMS System	**Prestashop**	Prestashop Inc. Phone: +33.1.40.18.30.04 Website: http:// www.prestashop.com
Supported Versions	**All Versions**	Current version:
Supported Google Products	**All Products**	Level of complexity: Low Typical effort: 30-60 Min Level of Regalix rep experience: High
Notes	**No known issues**	
Related Products	**N/A**	
Google Analytics (Approx. 30 min)	1. Log in to your prestashop admin. 2. Select Google Analytics Module 3. Enter your analytics UA number.	**Sample** 'UA-1234567-1'
Google Tag Manager (Approx. 30 min)	1. FTP Access. 2. Find header.tpl 3. Place tag manger code.	**Sample** {literal} <!-- Google Tag Manager --> <noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-N333SF" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript> <script>(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'?'&l='+l:'';j.async=true;j.src= '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f); })(window,document,'script','dataLayer','GTM-XXXXXX');</script> <!-- End Google Tag Manager -->

		{literal}

Conversion Tracking (Approx. 30 min)	1. Log in to your Account Manager.
	2. Click Quick Shopping Cart.
	3. On the Quick Shopping Cart page, click Launch next to the Quick Shopping Cart account you want to use
	4. From the Promote menu, go to the Marketing section, and then select Conversion Tracking.
	5. In the Google AdWords ID field, enter the conversion ID that Google® gave you.
	6. Click OK.
		Sample
		<script type="text/javascript">
		/* <![CDATA[*/
		{assign var='id_cart'
		value={$request_uri|regex_replace:"/.*id_cart=([\d]*).*/":"$1"}}
		{assign var='total_cart' value={$cart-
		>getTotalCart($id_cart)|regex_replace:"/[\D]+.*/":""}}
		{literal}
		var google_conversion_id = YOUR_CONVERSION_ID;
		var google_conversion_language = "en"; // or your language iso
		var google_conversion_format = "3"; // or your format
		var google_conversion_color = "ffffff";
		var google_conversion_label = "YOUR_CONVERSION_LABEL";
		var google_conversion_value =
		{/literal}{$total_cart}{literal};{/literal}
		/*]]> */
		</script>
		<script type="text/javascript"
		src="//www.googleadservices.com/pagead/conversion.js">
		</script>
		<noscript>
		
		<img height="1" width="1" style="border-style:none;" alt=""
		src="//www.googleadservices.com/pagead/conversion/YOUR_CONVERSION_ID/?value={$total_cart}&label=YOUR_CONVERSION_LABEL&guid=ON&script=0"/>
		
		</noscript>

Remarketing (Approx. 30 min)	1. FTP Access
	2. Find footer template
	3. Place remarketing tag embedded within the {literal}...{/literal} tags
		Sample
		<!-- Google Code for Remarketing Tag -->
		<script type="text/javascript">
		/* <![CDATA[*/
		var google_conversion_id = xxxxxxxxx;
		var google_custom_params = window.google_tag_params;
		var google_remarketing_only = true;
		/*]]> */
		</script>
		<script type="text/javascript"
		src="//www.googleadservices.com/pagead/conversion.js">
		</script>
		<noscript>
		
		<img height="1" width="1" style="border-style:none;" alt=""
		src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/ xxxxxxxxx /?value=0&guid=ON&script=0"/>
		
		</noscript>

Dynamic Remarketing (Approx. 60 min)	1. Login to your Yahoo Store editor. Click the "Variables" tab.
	2. Paste the code into the Final-Text variable. Be sure to hit update at the top of the page and then publish your site.
	
	After which, login to checkout editor and add the respective code to the cart and confirmation page.
		Sample
		Home Page
		<script type="text/javascript">
		var google_tag_params = {
		ecomm_prodid: '',
		ecomm_pagetype: 'home',
		ecomm_totalvalue: ''
		};
		</script>
		<script type="text/javascript">
		/* <![CDATA[*/
		var google_conversion_id = xxxxxxxxxx;
		var google_custom_params = window.google_tag_params;
		var google_remarketing_only = true;
		/*]]> */
		</script>
		<script type="text/javascript"
		src="//www.googleadservices.com/pagead/conversion.js">
		</script>
		<noscript>
		
		<img height="1" width="1" style="border-style:none;" alt=""
		src="//googleads.g.doubleclick.net/pagead/viewthroughconversio
		n/ xxxxxxxxxx /?value=0&guid=ON&script=0"/>
		
		</noscript>
		
		Product
		<script type="text/javascript">
		var google_tag_params = {
		ecomm_prodid: {$product->id},
		ecomm_pagetype: 'product',
		ecomm_totalvalue: {$product->price}
		};
		</script>
		<script type="text/javascript">
		/* <![CDATA[*/
		var google_conversion_id = xxxxxx;
		var google_custom_params = window.google_tag_params;
		var google_remarketing_only = true;
		/*]]> */
		</script>
		<script type="text/javascript"
		src="//www.googleadservices.com/pagead/conversion.js">
		</script>
		<noscript>
		
		<img height="1" width="1" style="border-style:none;" alt=""
		src="//googleads.g.doubleclick.net/pagead/viewthroughconversio
		n/xxxxxx/?value=0&guid=ON&script=0"/>
		
		</noscript>
		
		Cart
		<script type="text/javascript">
		var productIDs = new Array();
		{foreach $products as $product}
		
		productIDs.push({$product.id_product});

		{/foreach}
		var google_tag_params = {
		ecomm_prodid:productIDs,
		ecomm_pagetype: 'cart',
		ecomm_totalvalue: {$cart->getOrderTotal(false)}
		};
		</script>
		<script type="text/javascript">
		/* <![CDATA[*/
		var google_conversion_id = xxxxxxxxxx;
		var google_custom_params = window.google_tag_params;
		var google_remarketing_only = true;
		/*]]> */
		</script>
		<script type="text/javascript"
		src="//www.googleadservices.com/pagead/conversion.js">
		</script>
		<noscript>
		
		<img height="1" width="1" style="border-style:none;" alt=""
		src="//googleads.g.doubleclick.net/pagead/viewthroughconversio
		n/ xxxxxxxxxx /?value=0&guid=ON&script=0"/>
		
		</noscript>
		
		Checkout
		<script type="text/javascript">
		var productIDs = new Array();
		{foreach from=$products item=product name=productLoop}
		
		productIDs.push({$product.id_product});
		{/foreach}
		var google_tag_params = {
		ecomm_prodid: productIDs,
		ecomm_pagetype: 'purchase',
		ecomm_totalvalue:''
		};
		</script>
		<script type="text/javascript">
		/* <![CDATA[*/
		var google_conversion_id = xxxxxxxxxx;
		var google_custom_params = window.google_tag_params;
		var google_remarketing_only = true;
		/*]]> */
		</script>
		<script type="text/javascript"
		src="//www.googleadservices.com/pagead/conversion.js">
		</script>
		<noscript>
		
		<img height="1" width="1" style="border-style:none;" alt=""
		src="//googleads.g.doubleclick.net/pagead/viewthroughconversio
		n/ xxxxxxxxxx /?value=0&guid=ON&script=0"/>
		
		</noscript>