shopify

Shopify Inc. Phone: 800-103-7220 Website: http://www.shopify.com	**Shopify**	**CMS System**
Current version:	**All Versions**	**Supported Versions**
Level of complexity: Low Typical effort: 30-60 Min Level of Regalix rep experience: High	**All Products**	**Supported Google Products**
	No known issues	**Notes**
	N/A	**Related Products**
Sample UA-1234567-1	**Via Shopify Admin** 1. Settings > General 2. Scroll Down To Google analytics 3. Enter Analytics UA number	**Google Analytics** (Approx. 30 min)
Sample <!-- 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>	**Via Shopify Admin** 1. Themes > Template Editor 2. Select theme.liquid 3. Place tag manager code just below the opening body tag	**Google Tag Manager** (Approx. 30 min)

`<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.parentNod`
`e.insertBefore(j,f);`
 	
`})(window,document,'script','dataLayer','GTM-XXXXXX');</scri`
`pt>`
 	
`<!-- End Google Tag Manager -->`		

Sample
 	
`<!-- Google Code for Purchase Conversion Conversion Page -->`
`<script type="text/javascript">`
`/* <![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;`
`/* ]]> */`
`</script>`
`<script type="text/javascript"`
`src="//www.googleadservices.com/pagead/conversion.js">`
`</script>`
`<noscript>`
`<div style="display:inline;">`
`<img height="1" width="1" style="border-style:none;" alt=""`
`src="//www.googleadservices.com/pagead/conversion/`
`xxxxxxxx /?value={{total_price |`
`money_without_currency}}&label=QTk4CIT76QkQqNur9`
`gM&guid=ON&script=0"/>`
`</div>`
`</noscript>`
	Via Shopify Admin
	1. Settings > Checkout
	2. Scroll Down To additional contents & scripts
	3. Enter conversion tracking code
		Conversion Tracking
		
		(Approx. 30 min)

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;`
	Via Shopify Admin
	1. Themes > Template Editor
	2. Select theme.liquid
	3. Place tag manager code just below the closing body tag
		Remarketing
		
		(Approx. 30 min)

/*]]> */ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> </noscript>		

FOR HOME PAGE
`<script type="text/javascript">`
`var google_tag_params = {`
`ecomm_pagetype: 'home'`
`};`
`</script>`
`<script type="text/javascript">`
`/* <![CDATA[ */`
`var google_conversion_id = xxxxxxxx;`
`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>`
`<div style="display:inline;">`
`<img height="1" width="1" style="border-style:none;" alt=""`
`src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/xxxxxxxx/?value=0&guid=ON&script=0"/>`
`</div>`
`</noscript>`
 	
FOR CATEGORY PAGES
`<script type="text/javascript">`
`var google_tag_params = {`
`ecomm_pagetype: 'category'`
`};`
`</script>`
`<script type="text/javascript">`
`/* <![CDATA[ */`
`var google_conversion_id = xxxxxxxx;`
`var google_custom_params = window.google_tag_params;`
`var google_remarketing_only = true;`
`/* ]]> */`
`</script>`
	Via Shopify Admin
	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.
	4. For checkout page, goto settings > checkout > additional contents & scripts
		Dynamic Remarketing
		
		(Approx. 60 min)

```
<script type="text/javascript"
src="//www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>
<div style="display:inline;">
<img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconv
ersion/xxxxxxxx/?value=0&guid=ON&script=0"/>
</div>
</noscript>


FOR PRODUCT PAGES
<script type="text/javascript">
var google_tag_params = {
ecomm_prodid: '{{product.id}}',
ecomm_pagetype: 'product',
ecomm_totalvalue: '{{ product.price | |
money_without_currency }}'
};
</script>
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = xxxxxxxx;
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>
<div style="display:inline;">
<img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconv
ersion/xxxxxxxx/?value=0&guid=ON&script=0"/>
</div>
</noscript>

FOR CART PAGE
<script type="text/javascript">
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}}'
};
</script>
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = xxxxxxxx;
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>
```

```
<div style="display:inline;">
<img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconv
ersion/xxxxxxxx/?value=0&guid=ON&script=0"/>
</div>
</noscript>


FOR CONFIRMATION/CHECKOUT PAGE/THANK YOU PAGE
<script type="text/javascript">
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}}
};
</script>
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = xxxxxxx;
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>
<div style="display:inline;">
<img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconv
ersion/xxxxxxx/?value=0&guid=ON&script=0"/>
</div>
</noscript>
```