



Yahoo Inc. Phone: 1-866-781-9246 Website: http://smallbusiness.yahoo.com	Yahoo	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 <pre> <script> (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r] function(){ (i[r].q=i[r].q []).push(arguments)},i[r].l=1*new Date();a=s.createElement(o), m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.pare ntNode.insertBefore(a,m) })(window,document,'script','//www.google-analytics.com/an alytics.js','ga'); ga('create', 'UA-1234567-1', 'auto'); ga('send', 'pageview');</pre>	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.	Google Analytics (Approx. 30 min)

</script>		
<p>Sample</p> <pre> <!-- 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');</scri pt> <!-- End Google Tag Manager --> </pre>	<ol style="list-style-type: none"> 1. Login to your Yahoo Store editor. Click the "Variables" tab. 2. Paste the code into the header area of your site, before the opening <body> tag. 	<p>Google Tag Manager</p> <p>(Approx. 30 min)</p>
<p>Sample</p> <pre> <script type="text/javascript"> document.write(''); </script> </pre>	<ol style="list-style-type: none"> 1. Log in to the Yahoo Store Manager and click on "Order Form" under the "Order Settings" category. 2. Paste the code you copied in the "Message" box under "Order Confirmation." 	<p>Conversion Tracking</p> <p>(Approx. 30 min)</p>
<p>Sample</p> <pre> <!-- Google Code for Remarketing Tag --> <script type="text/javascript"> /*<![CDATA[*/ var google_conversion_id = xxxxxxxxxx; var google_custom_params = window.google_tag_params; var google_remarketing_only = true; </pre>	<ol style="list-style-type: none"> 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. 	<p>Remarketing</p> <p>(Approx. 30 min)</p>

<pre> /*]]> */ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> <div style="display:inline;"> </div> </noscript> </pre>		
<p>Sample ON VARIABLES ALL PAGES</p> <pre> <!-- google dynamic remarketing script --> <script type="text/javascript"> var productNameURL = window.location.pathname; var productID; var pageType; var total; if(productNameURL == ""){ productID=""; total=""; pageType='home'; } else{ var totalDiv = document.getElementById("pitPriceBx"); if(totalDiv != undefined){ var productIDWithHTML =productNameURL.replace("/", ""); productID = productIDWithHTML.replace(".html", ""); var totalWithDollar = totalDiv.innerHTML; var totalWithoutDollar = totalWithDollar.replace("\$", ""); total = totalWithoutDollar; pageType='product'; } else{ } } if(document.getElementById("section-contenttitle")!=null){ var categoryNameURL = window.location.pathname; var categoryWithHTML =categoryNameURL.replace("/", ""); </pre>	<ol style="list-style-type: none"> 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. <p>After which, login to checkout editor and add the respective code to the cart and confirmation page.</p>	<p>Dynamic Remarketing</p> <p>(Approx. 60 min)</p>

<pre> var categoryID = categoryWithHTML.replace(".html", ""); productID = ""; total = ""; pageType="category"; } else{ } } var google_tag_params = { ecomm_prodid: productID, ecomm_pagetype: 'product', ecomm_totalvalue: total, ecomm_category: categoryID }; </script> <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> <div style="display:inline;"> </div> </noscript> Cart Page <script type="text/javascript"> var google_tag_params = { ecomm_prodid: ids, ecomm_pagetype: 'cart', ecomm_totalvalue: orderTotal, pvalue:price }; </script> <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> <div style="display:inline;"> </div> </noscript> </pre> </td><td data-bbox="479 92 721 899"></td><td data-bbox="721 92 881 899"></td></tr> </table> </div> <div data-bbox="261 944 889 963" data-label="Page-Footer">© Regalix Inc., 2014. Google Tag Implementation Best Practices Series. Page 4 of 5</div>]]></pre>
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<p>Confirmation Page</p> <pre><script type="text/javascript"> var google_tag_params = { ecomm_prodid: ids, ecomm_pagetype: 'purchase', ecomm_totalvalue: orderSubTotal, pvalue: price }; </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;"> </div> </noscript></pre></td><td></td><td></td></tr></table></div><div data-bbox="261 944 890 964" data-label="Page-Footer">© Regalix Inc., 2014. Google Tag Implementation Best Practices Series. Page 5 of 5</div>]]></pre>
