Bigcommerce
sell more

Bigcommerce Inc. Phone: +1 512-865-4500 Website: http://www.bigcommerce.com	**Bigcommerce**	**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
\<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.parentNode.insertBefore(a,m)
 	
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');
 	
 ga('create', 'UA-1234567-1', 'auto');
	Via Bigcommerce Admin
	1. In your Bigcommerce Control Panel, select Setup & Tools, then Web Analytics.
	2. Check the box for Google Analytics and select Save.
	3. Select the Google Analytics tab.
	4. Paste the code from the previous section and click Save.
		Google Analytics
		
		(Approx. 30 min)

ga('send', 'pageview'); </script>		
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> <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 -->	**Via Bigcommerce Admin** 1.) Login to your store's control panel. 2.) Click on Design. 3.) Click on the Template Files tab. 4.) Scroll down to the Panels folder, and click the plus sign next to it. 5.) Find the file called header.html, and click Edit. 6)Add the tag manager code	**Google Tag Manager** (Approx. 30 min)
Sample <script type="text/javascript"> /* <![CDATA[*/ var google_conversion_id = 123456789; var google_conversion_language = "en"; var google_conversion_format = "2"; var google_conversion_color = "ffffff"; var google_conversion_label = "AAAAAAAAAAAAAAAAAA"; var google_conversion_value = %%ORDER_AMOUNT%%; /*]]> */ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> </noscript>	**Via Bigcommerce Admin** 1. Login to your Bigcommerce Control Panel. 2. Click on Settings -> Conversions 3. Paste your conversion code into the box provided. 4. Modify var google_conversion_value = 0; to read var google_conversion_value = %%ORDER_AMOUNT%%; and add ?value=%%ORDER_AMOUNT%%& prior to label= already provided in the URL, as seen below.	**Conversion Tracking** (Approx. 30 min)

Sample	Via Bigcommerce Admin	Remarketing

<!-- 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>
 	

 	
 </noscript>
	1.) Login to your store's control panel.
	 2.) Click on Design.
	 3.) Click on the Template Files tab.
	 4.) Scroll down to the Panels folder, and click the plus sign next to it.
	 5.) Find the file called Footer.html, and click Edit.
	 6)Add remarketing tag after the closing </div> tag
		(Approx. 30 min)

Sample Home Page <!-- Google Code for Remarketing Tag --> <!--- Remarketing tags may not be associated with personally identifiable information or placed on pages related to sensitive categories. See more information and instructions on how to setup the tag on: http://google.com/ads/remarketingsetup ---> <script type="text/javascript">	VIA Bigcommerce Admin .) Login to your store's control panel. 2.) Click on Design. 3.) Click on the Template Files tab. 4.) Scroll down to the Panels folder, and click the plus sign next to it. 5.) Find the product template, home template, cart template and category template, place	**Dynamic Remarketing** (Approx. 60 min)

var google_tag_params = {
 	
ecomm_prodid: ' ',
 	
ecomm_pagetype: 'home',
 	
ecomm_totalvalue: ' ',
 	
};
 	
\</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/conversi
on.js">
 	
\</script>
 	
\<noscript>
 	
\
 	
\<img height="1" width="1" style="border-style:none;"
alt=""
src="//googleads.g.doubleclick.net/pagead/viewthro
ughconversion/ xxxxxxxxx
/?value=0&guid=ON&script=0"/>
 	
\
 	
\</noscript>
 	
Category or Collection Pages
 	
\<!-- Google Code for Remarketing Tag -->
 	
\<!--
	the respective codes within these templates.	

Remarketing tags may not be associated with personally identifiable information or placed on pages related to sensitive categories. See more information and instructions on how to setup the tag on: http://google.com/ads/remarketingsetup

```
------------------------------------------------------>

<script type="text/javascript">

var google_tag_params = {

ecomm_prodid: ' ',

ecomm_pagetype: 'category',

ecomm_totalvalue: ' ',

};

</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;">

<img height="1" width="1" style="border-style:none;"
alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/ xxxxxxxxx
/?value=0&amp;guid=ON&amp;script=0"/>
```

```
</div>

</noscript>


Product Page

<!-- Google Code for Remarketing Tag -->

<!------------------------------------------------

Remarketing tags may not be associated with
personally identifiable information or placed on
pages related to sensitive categories. See more
information and instructions on how to setup the
tag on: http://google.com/ads/remarketingsetup

------------------------------------------------->

<script type="text/javascript">

        var productId =
document.getElementsByName("product_id")[0].valu
e;

        var price =
$($(".ProductPrice")).html().replace("$","");

        var google_tag_params = {

        ecomm_prodid: productId,

        ecomm_pagetype: 'product',

        ecomm_totalvalue: 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/conversi
on.js">

</script>

<noscript>

<div style="display:inline;">

<img height="1" width="1" style="border-style:none;"
alt=""
src="//googleads.g.doubleclick.net/pagead/viewthro
ughconversion/ xxxxxxxxx
/?value=0&amp;guid=ON&amp;script=0"/>

</div>

</noscript>


Cart Page:

<!-- Google Code for Remarketing Tag -->

<!------------------------------------------------

Remarketing tags may not be associated with
personally identifiable information or placed on
pages related to sensitive categories. See more
information and instructions on how to setup the
tag on: http://google.com/ads/remarketingsetup

-------------------------------------------------->

<script type="text/javascript">

var length =
document.getElementsByClassName("CartThumb").le
ngth;

var productIds = new Array();

var productPrice =
document.getElementsByClassName("ProductPrice")[
0].innerHTML.replace("$","");

for(var i=0; i<length; i++)

{
```

```
        var prodId =
document.getElementsByClassName("CartThumb")[i]
.childNodes[1].childNodes[0].src.split("/")[6];

        productIds.push(prodId);

}

var google_tag_params = {

        ecomm_prodid: productIds,

        ecomm_pagetype: 'cart',

        ecomm_totalvalue: productPrice

        };

</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/conversi
on.js">

</script>

<noscript>

<div style="display:inline;">

<img height="1" width="1" style="border-style:none;"
alt=""
src="//googleads.g.doubleclick.net/pagead/viewthro
ughconversion/ xxxxxxxxx
/?value=0&guid=ON&script=0"/>

</div>
```

```
</noscript>


Confirmation Page:

<!-- Google Code for Remarketing Tag -->

<!-------------------------------------------------

Remarketing tags may not be associated with
personally identifiable information or placed on
pages related to sensitive categories. See more
information and instructions on how to setup the
tag on: http://google.com/ads/remarketingsetup

-------------------------------------------------->
<script type="text/javascript">

var google_tag_params = {

ecomm_prodid: '%%GLOBAL_ProductId%%',

ecomm_pagetype: 'purchase',

ecomm_totalvalue: '%%GLOBAL_totals%%',

};
</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/conversi
on.js">
</script>

<noscript>
```

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