



Prestashop Inc. Phone: +33.1.40.18.30.04 Website: http:// www.prestashop.com	<b>Prestashop</b>	<b>CMS System</b>
Current version:	<b>All Versions</b>	<b>Supported Versions</b>
Level of complexity: Low Typical effort: 30-60 Min Level of Regalix rep experience: High	<b>All Products</b>	<b>Supported Google Products</b>
	<b>No known issues</b>	<b>Notes</b>
	<b>N/A</b>	<b>Related Products</b>
<b>Sample</b> 'UA-1234567-1'	1. Log in to your prestashop admin. 2. Select Google Analytics Module 3. Enter your analytics UA number.	<b>Google Analytics</b> (Approx. 30 min)
<b>Sample</b> {literal} <!-- Google Tag Manager -->	1. FTP Access. 2. Find header.tpl 3. Place tag manger code.	<b>Google Tag Manager</b> (Approx. 30 min)

<pre> &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=!/^dataLayer'?&amp;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');&lt;/scri pt&gt;  &lt;!-- End Google Tag Manager --&gt;  {literal} </pre>		
<p><b>Sample</b></p> <pre> &lt;script type="text/javascript"&gt; /*&lt;![CDATA[ */ {assign var='id_cart' value={\$request_uri regex_replace:".*/id_cart=(\d)*.*"/:"\$1 "}} {assign var='total_cart' value={\$cart-&gt;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} /* ]]&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/YOUR _CONVERSION_ID/?value={\$total_cart}&amp;label=YOUR_CO NVERSION_LABEL&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt; </pre>	<ol style="list-style-type: none"> <li>1. Log in to your Account Manager.</li> <li>2. Click Quick Shopping Cart.</li> <li>3. On the Quick Shopping Cart page, click Launch next to the Quick Shopping Cart account you want to use</li> <li>4. From the Promote menu, go to the Marketing section, and then select Conversion Tracking.</li> <li>5. In the Google AdWords ID field, enter the conversion ID that Google® gave you.</li> <li>6. Click OK.</li> </ol>	<p><b>Conversion Tracking</b></p> <p>(Approx. 30 min)</p>

<p><b>Sample</b></p> <pre> &lt;!-- Google Code for Remarketing Tag --&gt;  &lt;script type="text/javascript"&gt;  /* <![CDATA[ */  var google_conversion_id = xxxxxxxxx;  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/viewthroughconv ersion/ xxxxxxxxx /?value=0&amp;amp;guid=ON&amp;amp;script=0"/&gt;  &lt;/div&gt;  &lt;/noscript&gt; </pre>	<ol style="list-style-type: none"> <li>1. FTP Access</li> <li>2. Find footer template</li> <li>3. Place remarketing tag embedded within the {literal}...{/literal} tags</li> </ol>	<p><b>Remarketing</b></p> <p>(Approx. 30 min)</p>
<p><b>Sample Home Page</b></p> <pre> &lt;script type="text/javascript"&gt; var google_tag_params = {   ecomm_prodid: "   ecomm_pagetype: 'home',   ecomm_totalvalue: " }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* <![CDATA[ */ var google_conversion_id = xxxxxxxxx; 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; </pre>	<ol style="list-style-type: none"> <li>1. Login to your Yahoo Store editor. Click the "Variables" tab.</li> <li>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.</li> </ol> <p>After which, login to checkout editor and add the respective code to the cart and confirmation page.</p>	<p><b>Dynamic Remarketing</b></p> <p>(Approx. 60 min)</p>

<pre> &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconv ersion/xxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt;  <b>Product</b> &lt;script type="text/javascript"&gt; var google_tag_params = {   ecomm_prodid: {\$product-&gt;id},   ecomm_pagetype: 'product',   ecomm_totalvalue: {\$product-&gt;price} }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* <![CDATA[ */ var google_conversion_id = xxxxxx; 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/viewthroughconv ersion/xxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt;  <b>Cart</b> &lt;script type="text/javascript"&gt; 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-&gt;getOrderTotal(false)} }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* <![CDATA[ */ var google_conversion_id = xxxxxxxxxx; 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/viewthroughconv ersion/xxxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt; </pre> </td><td data-bbox="479 92 721 899"></td><td data-bbox="721 92 878 899"></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><b>Checkout</b></p> <pre> &lt;script type="text/javascript"&gt; 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:" }; &lt;/script&gt; &lt;script type="text/javascript"&gt; /* <![CDATA[ */ var google_conversion_id = xxxxxxxxxx; 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/viewthroughconv ersion/xxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt; </pre> </td><td data-bbox="479 93 721 491"></td><td data-bbox="721 93 879 491"></td></tr> </table> </div> <div data-bbox="261 944 890 963" data-label="Page-Footer">© Regalix Inc., 2014. Google Tag Implementation Best Practices Series. Page 5 of 5</div>]]></pre>
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