CMS System		Prostores
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)
	Via Prostores Admin
	
	Analytics Code:
	1. Click on store design in left sidebar
	2. click on page template manager
	3. Edit the header template
	4. add the code to inside the head tag
	5. click to save and publish button
	
	Analytics(ecommerce)
	1. Click on store design in left sidebar
		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');
		
		  ga('send', 'pageview');
		
		</script>

2. click on page template manager
3. Edit the order confirm template under checkout section
4. add the code just above the closing body tag

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

  var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");

document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
 try {
   var pageTracker = _gat._getTracker("UA-xxxxxxx-x");

pageTracker._trackPageview();
   pageTracker._addTrans(
    "<ss:value source="$invoice.invoiceNumber" format="######"/>", // Order ID
  "Your Store Name",  // Affiliation
  "<ss:value source="$invoice.totalDue"/>", // Total
  "<ss:value source="$invoice.storeTax"/>",  // Tax
  "<ss:value
```

```
source="$invoice.storeShippi
ng"/>", // Shipping
  "<ss:value
source="$invoice.shipToCity"
/>", // City
  "<ss:value
source="$invoice.shipToState
"/>", // State
  "<ss:value
source="$invoice.shipToCoun
try"/>" // Country
  );
  <ss:foreach item="detail"
within="$invoice.storeDetails
">
    pageTracker._addItem(
    "<ss:value
source="$invoice.invoiceNum
ber" format="######"/>", //
Order ID
    "<ss:value
source="$detail.sku"/>",  //
SKU
    "<ss:value
source="$detail.name"/>",
// Product Name
    "<ss:value
source="$detail.supplier"/>",
// Category
    "<ss:value
source="$detail.price"/>",
// Price
    "<ss:value
source="$detail.quantity"/>"
// Quantity
    );
  </ss:foreach>
  pageTracker._trackTrans();
} catch(err) {}</script>
```

5. click to save and publish
button

Google Tag Manager (Approx. 30 min)	**Via Prostores Admin** Tag manager: 1. Click on store design in left sidebar 2. click on page template manager 3. Edit the header template 4. add the code just below the opening body tag 5. click to save and publish button	**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 -->
Conversion Tracking (Approx. 30 min)	**Via Prostores admin** Adwords conversion tracking code 1. Click on store design in left sidebar 2. Click on page template manager 3. Edit the order confirm template under checkout section 4. Add the code to inside the body tag or above closing body tag 5. Click to save and publish button	**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 = "AAAAAAAAAAAAAAAAAAA"; var google_conversion_value = %%ORDER_AMOUNT%%; /*]]> */ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> </noscript>
Remarketing (Approx. 30 min)	**Via Prostores Admin** Remarketing tag: 1. Click on store design in left sidebar 2. click on page template	**Sample** <!-- Google Code for Remarketing Tag --> <script type="text/javascript">

	manager
	3. Edit the Footer template
	4. add the code to inside the body tag
	5. click to save and publish button
		/* <![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>

Dynamic Remarketing (Approx. 60 min)	**VIA Prostores admin panel** **Customized code will be required**	