

# CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

<b>CMS System</b>		Miva merchants
<b>Supported Versions</b>	<b>All Versions</b>	Current version:
<b>Supported Google Products</b>	<b>All Products</b>	<p>Level of complexity: Low</p> <p>Typical effort: 30-60 Min</p> <p>Level of Regalix rep experience: High</p>
<b>Notes</b>	<b>No known issues</b>	
<b>Related Products</b>	<b>N/A</b>	
<b>Google Analytics</b>  (Approx. 30 min)	<b>Via Miva merchants Admin</b>  Google analytics: 1. GO to modules 2. Serch for google, google analytics will come up 3. Activate it 4. Go to pages search for invc 5. Edit the page 6. If google analytics tab there good just go to that tab add UA id 7. If you dont see that go to items tab searh google and again google analytics will come ap activate it 8. Than you will be able to see	<b>Sample</b>  <pre> &lt;script&gt;  (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.parentN     ode.insertBefore(a,m)  })(window,document,'script','//www.google- analytics.com/analytics.js','ga');  ga('create', 'UA-1234567-1', 'auto');  ga('send', 'pageview');  &lt;/script&gt; </pre>

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	<p>that tab add UA id google analytics will start working</p> <p>Google analytics (Sales):</p> <ol style="list-style-type: none"> <li>1. GO to modules</li> <li>2. Serch for google, google analytics will come up</li> <li>3. activate it</li> <li>4. Go to pages search for invc</li> <li>5. Edit the page</li> <li>6. If google analytics tab there good just go to that tab add UA id</li> <li>7. If you dont see that go to items tab searh google and again google analytics will come ap activate it</li> <li>8. than you will be able to see that tab add UA id google analytics will start working</li> <li>9. Go to google analytics ecommerce tab check the checkbox</li> <li>10. Save the settings</li> </ol>	
<p><b>Google Tag Manager</b></p> <p>(Approx. 30 min)</p>	<p><b>Via Miva merchants Admin</b></p> <p>Tag manager:</p> <ol style="list-style-type: none"> <li>1. Go to pages</li> <li>2. open any page you will be able to see one global header footer tab</li> <li>3. Go to that tab add the code in header section</li> <li>4. Add the code just below opening body tag (if possible else at the place where it is out from other tags directly in body )</li> <li>5. Save the changes</li> </ol>	<p><b>Sample</b></p> <pre>&lt;!-- Google Tag Manager --&gt;  &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=l!='dataLayer'?'&amp;l='+l:'';j.async=true;j.src= '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.in sertBefore(j,f);</pre>

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		<pre> })(window,document,'script','dataLayer','GTM-XXXXXX');&lt;/script&gt;  &lt;!-- End Google Tag Manager --&gt; </pre>
<b>Conversion Tracking</b>  (Approx. 30 min)	<b>Via Miva merchants admin</b>  Adwords conversion tracking: 1. Go to pages 2. In search bar type 'invc' and click on search you will get the page edit it 3. you can place the code in page content or in page header footer section tab you can add in footer( not in global header footer section ) 4. save the page	<b>Sample</b>  <pre> &lt;script type="text/javascript"&gt; /* <![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 = "AAAAAAAAAAAAAAAAAAAA"; var google_conversion_value = %%ORDER_AMOUNT%%; /* ]]&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/123456789/?value=%%ORDER_AMOUNT%%&amp;?label=AAAAAAAAAAAA&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt; </pre> </td></tr> <tr> <td> <b>Remarketing</b>           (Approx. 30 min)       </td><td> <b>Via Miva merchants Admin</b>           Remarketing code:          1. Go to pages          2. open any page you will be able to see one global header footer tab          3. Go to that tab add the code in footer section          4. Save the changes       </td><td> <b>Sample</b>   <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;  /* ]]&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; </pre> </td></tr> </table> </div> <div data-bbox="275 918 889 937" data-label="Page-Footer"> <p>© Regalix Inc., 2014. Google Tag Implementation Best Practices Series. Page 3 of 4</p> </div>]]></pre>

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		<pre> &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconversi on/ xxxxxxxx /?value=0&amp;amp;guid=ON&amp;amp;script=0"/&gt;  &lt;/div&gt;  &lt;/noscript&gt; </pre>
<b>Dynamic Remarketing</b>  (Approx. 60 min)	<b>VIA Miva merchants admin panel</b>  <b>Customized code will be required</b>	