

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

Prostores		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

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Sample	Via Prostores Admin	Google Analytics
<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.parentNode.insertBefore(a,m) })(window,document,'script','//www.google-analytics.com/ analytics.js','ga'); ga('create', 'UA-1234567-1', 'auto'); ga('send', 'pageview'); </script> </pre>	<p>Analytics Code:</p> <ol style="list-style-type: none"> 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 <p>Analytics(ecommerce)</p> <ol style="list-style-type: none"> 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 just above the closing body tag <pre> <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 = </pre>	<p>(Approx. 30 min)</p>

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	<pre> _gat._getTracker("UA- xxxxxxx-x"); pageTracker._trackPageview(); pageTracker._addTrans("<ss:value source=\"\$invoice.invoiceNum ber\" 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=\"#####\"/>", // </pre>	
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	<p>Order ID</p> <pre>"<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></pre> <p>5. click to save and publish button</p>	
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<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');</script> <!-- End Google Tag Manager --> </pre>	<p>Via Prostores Admin</p> <p>Tag manager:</p> <ol style="list-style-type: none"> 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 	<p>Google Tag Manager</p> <p>(Approx. 30 min)</p>
<p>Sample</p> <pre> <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 = "AAAAAAAAAAAAAAAAAAAA"; var google_conversion_value = %%ORDER_AMOUNT%%; /*]]> */ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> <div style="display:inline;"> </div> </noscript> </pre>	<p>Via Prostores admin</p> <p>Adwords conversion tracking code</p> <ol style="list-style-type: none"> 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 	<p>Conversion Tracking</p> <p>(Approx. 30 min)</p>

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<p>Sample</p> <pre> <!-- 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> <div style="display:inline;"> </div> </noscript> </pre> </td><td data-bbox="478 108 721 644"> <p>Via Prostores Admin</p> <p>Remarketing tag:</p> 1. Click on store design in left sidebar 2. click on page template manager 3. Edit the Footer template 4. add the code to inside the body tag 5. click to save and publish button </td><td data-bbox="721 108 883 644"> <p>Remarketing</p> <p>(Approx. 30 min)</p> </td></tr> <tr> <td data-bbox="100 644 478 747"></td><td data-bbox="478 644 721 747"> <p>VIA Prostores admin panel</p> <p>Customized code will be required</p> </td><td data-bbox="721 644 883 747"> <p>Dynamic Remarketing</p> <p>(Approx. 60 min)</p> </td></tr> </table> </div> <div data-bbox="288 918 903 937" data-label="Page-Footer"> <p>© Regalix Inc., 2014. Google Tag Implementation Best Practices Series. Page 6 of 6</p> </div>]]></pre>
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