



Yahoo Inc. Phone: 1-866-781-9246 Website: http://smallbusiness.yahoo.com	Yahoo	CMS System
Current version:	All Versions	Supported Versions
Level of complexity: Low Typical effort: 30-60 Min Level of Regulatory experience: High	All Products	Supported Google Products
	No known issues	Notes
	N/A	Related Products
Sample <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');</pre>	1. Log in to your Yahoo Store editor. Click the "Variables" tab. 2. Paste the code in to the Final-Text variable. Be sure to hit update at the top of the page and then publish your site.	Google Analytics (Approx. 30 min)

<div></s cript></div>		
<div>Sample</div> <div><!-- Google Ta g Ma na ger --></div> <div><nos cript><ifra me s rc="//www.googleta gma na ger.com/ns.html?id=GTM-N333SF "</div> <div>height="0" width="0" s tyle="dis pla y:none;vis ibility:hidden"></ifra me></nos cript></div> <div><s cript>(function(w,d,s ,l,i){w[l]=w[l] [];w[l].pus h({'gtm.s ta rt':</div> <div>new Da te().getTime(),event:'gtm.js '});va r f=d.getElements ByTa gNa me(s)[0],</div> <div>j=d.crea teElement(s),dl=!'da ta La yer'?&l=+'!:';j.a s ync=true;j .s rc=</div> <div>'//www.googleta gma na ger.com/gtm.js ?id='+i+dl;f.pa rentNod e.ins ertBefore(j,f);</div> <div>})(window,document,'s cript','da ta La yer','GTM-XXXXXX');</s cri pt></div> <div><!-- End Google Ta g Ma na ger --></div>	<div>1. Logi n to you r Ya h oo Store e d i tor. Cli ck th e "Va ri a bl e s " ta b .</div> <div>2. Pa s te th e cod e i n to th e h e a d e r a r e a of you r s i t e , b e f o r e th e o p e n i n g <b o d y> ta g.</div>	<div>Google Tag Manager</div> <div>(Approx. 30 mi n)</div>
<div>Sample</div> <div><s cript type="text/ja va s cript" ></div> <div>document.write('<img height="1" width="1" s tyle="border-s tyle:none;" a lt=""</div> <div>s rc="//www.googlea ds ervices .com/pa gea d/convers ion/xxxxx</div> <div>xx/?va lue='+ orderTota l+'&a mp;l a bel=kZy_CKjWqAcQgPa</div> <div>T1QM&a mp;guid= ON&a mp;s cript=0"/>');</s cript></div>	<div>1. Log i n to th e Ya h oo Store</div> <div>Ma n a g e r a n d cli ck on "Ord</div> <div>e r Form" u n d e r th e "Ord e r</div> <div>Se tti n g s " ca te gory.</div> <div>2. Pa s te th e cod e you cop i e d i n</div> <div>th e "Me s s a g e " b o x u n d e r "Ord</div> <div>e r</div> <div>Con fi rma ti on ."</div>	<div>Conversion Tracking</div> <div>(Approx. 30 mi n)</div>
<div>Sample</div> <div><!-- Google Code for Rema rketing Ta g --></div> <div><s cript type="text/ja va s cript"></div> <div>/* <![CDATA[*/</div> <div>va r google _convers ion_id = xxxxxxxxxx;</div> <div>va r google _cus tom_pa ra ms = window.google_ta g_pa ra ms ;</div> <div>va r google _rema rketing_only = true;</div>	<div>1. Logi n to you r Ya h oo Store e d i tor. Cli ck th e "Va ri a bl e s " ta b .</div> <div>2. Pa s te th e cod e i n to th e</div> <div>Fi n a l -Te xt va ri a bl e . Be s u</div> <div>re to h i t u p d a t e a t th e top of</div> <div>th e</div> <div>p a g e a n d th e n p u b l i s h you r s i</div> <div>te .</div>	<div>Remarketing</div> <div>(Approx. 30 mi n)</div>

<pre>/*]]> */ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> <div style="display:inline;"> </div> </noscript></pre>		
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<p>Sample ON VARIABLES ALL PAGES</p> <pre> <!-- google dynamic remarketing script --> <script type="text/javascript"> var productNa meURL = window.location.pathname; var productId; var pageType; var total; if(productNa meURL == "/"){ productId=""; total= " "; pageType='home'; } else{ var totalIDiv = document.getElementById("pitPriceBx"); if(totalIDiv != undefined){ var productIDWithHTML =productNa meURL.replace("/", ""); productId = productIDWithHTML.replace(".html", ""); var totalIWithDolla r = totalIDiv.innerHTML; var totalIWithoutDolla r = totalIWithDolla r.replace("\$", ""); totalI = totalIWithoutDolla r; pageType='product'; } else{ } if(document.getElementById("section-contenttitle")!=null){ var categoryNa meURL = window.location.pathname; var categoryWithHTML =categoryNa meURL.replace("/", ""); </pre>	<ol style="list-style-type: none"> 1. Login to your Yahoo Store editor. Click the "Variables" tab. 2. Paste the code in to the Final-Text variable. Be sure to hit update at the top of the page and then publish your site. <p>After which, login to check out the editor and add the respective code to the cart and confirmation page.</p>	<p>Dynamic Remarketing</p> <p>(Approx. 60 min)</p>
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```

        var categoryID =
        categoryWithHTML.replace("html","");
        productID = "
        total = "
        paGetType="category";
    }
    else{

    }

}
var google_tag_params = {
    ecomm_prodid: productID,
    ecomm_pa_gettype: 'product',
    ecomm_totalvalue: total,
    ecomm_category: categoryID
};
</script>
<script type="text/javascript">
/*  */
var google_conversion_id = xxxxxxxx;
var google_conversion_page = 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="" s
rc="//googleads.g.doubleclick.net/pagead/viewthroughconv
ersion/xxxxxxx/?value=0&guid=ON&script=0"/>
</div>
</noscript>

Cart Page
<script type="text/javascript">
var google_tag_params = {
    ecomm_prodid: ids, ecomm_pa
    gettype: 'cart', ecomm_totalva
    lue: orderTotal, value:price
};
</script>
<script type="text/javascript">
/*  */
var google_conversion_id = xxxxxxxx;
var google_conversion_page = 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="" s
rc="//googleads.g.doubleclick.net/pagead/viewthroughconv
ersion/xxxxxxx/?value=0&guid=ON&script=0"/>
</div>
</noscript>

```

Confirmation Page

```
<script type="text/javascript"> var
google_tag_params = {
  ecomm_prodid: ids, ecomm_pagetype: 'purchase', ecomm_totalvalue: orderSubTotal, purchaseprice: price
};
</script>
<script type="text/javascript">
/*  */
var google_conversion_id = xxxxxxxx;
var google_conversion_page_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/viewthroughconversion/xxxxxxx/?value=0&amp;guid=ON&amp;script=0"/&gt;
&lt;/div&gt;
&lt;/noscript&gt;</pre></div>
```