CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

![Magento Open Source eCommerce logo]

CMS System	Magento	Magento Inc. Phone: 310-954-8012 Website: http://www.magento.com
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 Magento Admin 1. Login to Magento Admin 2. navigate to System -> Configuration -> Sales -> Google API and expand the Google Analytics section. 3. Enter analytics UA number, and select yes to enable tracking.	Sample UA-1234567-1
Google Tag Manager (Approx. 30 min)	Via Magento Admin 1.System > Configuration (On left hand side menu) General > Design (Scroll down on page) Footer > Miscellaneous HTML	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 FTP
	1. Find success.phtml file of the website's current template
	2. Place the conversion tracking code at the bottom of the success.phtml file
		Sample
		<?php
		$order = Mage::getModel('sales/order')->load(Mage::getSingleton('checkout/session')->getLastOrderId());
		$subtotal = $order->getSubtotal();
		?>
		<!-- Google Code for Page View Conversion Page -->
		<script type="text/javascript">
		/* <![CDATA[*/
		var google_conversion_id = xxxxxxx;
		var google_conversion_language = "en";
		var google_conversion_format = "2";
		var google_conversion_color = "ffffff";
		var google_conversion_label = "jQyzCL37_gkQm4v9ywM";
		var google_conversion_value = <?php echo $subtotal; ?>;
		var google_remarketing_only = false;
		/*]]> */
		</script>
		<script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js">
		</script>
		<noscript>
		
		<img height="1" width="1" style="border-style:none;" alt="" src="//www.googleadservices.com/pagead/conversion/xxxxxxx/?value= <?php echo $subtotal; ?>&label=jQyzCL37_gkQm4v9ywM&guid=ON&script=0" />
		
		</noscript>

Remarketing
(Approx. 30 min)
	Via Magento Admin
	1.System > Configuration
	(On left hand side menu)
	General > Design
	(Scroll down on page)
	Footer > Miscellaneous HTML
		Sample
		<!-- 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>
		
		
		
		</noscript>

Dynamic Remarketing (Approx. 60 min)	VIA FTP 1. Open the footer.phtml file 2. Place dynamic remarketing code, replace remarketing conversion id with actual id.	Sample (see code below)

```php
Sample
<?php
 // for getting page type
 $page_type = Mage::app()->getFrontController()-
>getRequest()->getControllerName();
 /********* For Product Page*********/
 if($page_type == 'product')
 {
 $product_id = Mage::registry('current_product')->getId();
 //$product_id = Mage::getModel('catalog/product')-
>load($product_id)->getSku();
 $product_price = Mage::registry('current_product')-
>getPrice();

 $prodid = $product_id;
 $pagetype = "product";
 $total = $product_price;
 }
 /********* For Cart Page*********/
 elseif($page_type == 'cart')
 {
 $cart = Mage::getModel('checkout/session')->getQuote();
 foreach ($cart->getAllItems() as $item)
 {
 $product_id = $item->getProductId();
         $product_id_all = $product_id_all.','.$product_id
;
 $productPrice = $item->getProduct()->getPrice();
 $productPrice_all = $productPrice_all.','.$productPrice;
 }
 $product_id_all=substr($product_id_all, 1);
 $productPrice_all=substr($productPrice_all, 1);

 $prodid = $product_id_all;
 $pagetype = "cart";
 $total = $productPrice_all;
 }
 /********* For Home Page*********/
 elseif($page_type == 'index')
 {
 $prodid = "";
 $pagetype = "home";
 $total = "";
 }
 /********* For category Page*********/
 elseif($page_type == 'category')
 {
```

```php
 $prodid = "";
 $pagetype = $page_type;
 $total = "";
}
/********* For Confirmation Page*********/
elseif($page_type == 'onepage')
{
$cart = Mage::getModel('checkout/session')->getQuote();
 foreach ($cart->getAllItems() as $item)
 {
  $product_id = $item->getProductId();
          $product_id_all = $product_id_all.','.$product_id
;
  $productPrice = $item->getProduct()->getPrice();
  $productPrice_all = $productPrice_all.','.$productPrice;
 }
  $product_id_all=substr($product_id_all, 1);
  $productPrice_all=substr($productPrice_all, 1);

  $prodid = $product_id_all;
  $pagetype = "purchase";
  $total = $productPrice_all;
 }
 /********* For all other pages page type as
Page*********/
 else
 {
  $prodid = "";
  $pagetype = "site-wide";
  $total = "";
 }
 ?>
 <div id="dRC" name="dRC"></div>
 <script type="text/javascript">
   var imgURL =
"http://googleads.g.doubleclick.net/pagead/viewthroughc
onversion/XXXXXXXX/?value=0&amp;guid=ON&amp;script
=0&data=" +
encodeURIComponent("ecomm_pagetype=<?php echo
$pagetype;?>;ecomm_prodid=<?php echo
$prodid;?>;ecomm_pvalue=<?php echo $total;?>");
   document.getElementById('dRC').innerHTML = "<img
src="+imgURL+" style='visibility:hidden;' />";
 </script>
```