



Magento Inc. Phone: 310-954-8012 Website: http://www.magento.com	Magento	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
Sample UA-1234567-1	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.	Google Analytics (Approx. 30 min)
Sample <!-- Google Tag Manager -->	Via Magento Admin 1. System > Configuration (On left hand side menu) General > Design (Scroll down on page)	Google Tag Manager

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

<pre> <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.parentNod e.insertBefore(j,f); })(window,document,'script','dataLayer','GTM-XXXXXX');</scri pt> <!-- End Google Tag Manager --> </pre>	<p>Footer > Miscellaneous HTML</p>	<p>(Approx. 30 min)</p>
<p>Sample</p> <pre> <?php \$order = Mage::getModel('sales/order')->load(Mage::getSingleton('che ckout/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> <div style="display:inline;"> <img height="1" width="1" style="border-style:none;" alt="" src="//www.googleadservices.com/pagead/conversion/xxxxx xx/?value=<?php echo \$subtotal; ?>&l=jQyzCL37_gkQm4v9ywm&&guid=ON&&scrip t=0"/> </div> </noscript> </pre>	<p>Via FTP</p> <ol style="list-style-type: none"> 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 	<p>Conversion Tracking</p> <p>(Approx. 30 min)</p>

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

<p>Sample</p> <pre> <!-- Google Code for Remarketing Tag --> <script type="text/javascript"> /*<![CDATA[*/ var google_conversion_id = xxxxxxxx; 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 93 721 615"> <p>Via Magento Admin</p> <p>1.System > Configuration (On left hand side menu) General > Design (Scroll down on page) Footer > Miscellaneous HTML</p> </td><td data-bbox="721 93 883 615"> <p>Remarketing</p> <p>(Approx. 30 min)</p> </td></tr> <tr> <td data-bbox="100 615 478 866"> <p>Sample</p> <pre> <?php // for getting page type \$page_type = Mage::app()->getFrontController()->getRequest()->ge tControllerName(); /***** For Product Page *****/ if(\$page_type == 'product') { </pre> </td><td data-bbox="478 615 721 866"> <p>VIA FTP</p> <p>1. Open the footer.phtml file</p> <p>2. Place dynamic remarketing code, replace remarketing conversion id with actual id.</p> </td><td data-bbox="721 615 883 866"> <p>Dynamic Remarketing</p> <p>(Approx. 60 min)</p> </td></tr> </table> </div> <div data-bbox="261 944 889 963" data-label="Page-Footer"> <p>© Regalix Inc., 2014. Google Tag Implementation Best Practices Series. Page 3 of 7</p> </div>]]></pre>
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<pre> \$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"; </pre>		
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<pre> \$total = \$productPrice_all; } /***** For Home Page *****/ elseif(\$page_type == 'index') { \$productid = ""; \$pagetype = "home"; \$total = ""; } /***** For category Page *****/ elseif(\$page_type == 'category') { \$productid = ""; \$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; </pre>		
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<pre> } \$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/viewthroug hconversion/XXXXXXX/?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 = ""; </script> </pre>		
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