

	<b>EKM Powershop</b>	<b>CMS System</b>
Current version:	<b>All Versions</b>	<b>Supported Versions</b>
Level of complexity: Low  Typical effort: 30-60 Min  Level of Regalix rep experience: High	<b>All Products</b>	<b>Supported Google Products</b>
	<b>No known issues</b>	<b>Notes</b>
	<b>N/A</b>	<b>Related Products</b>
<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.parentNode.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>	<ol style="list-style-type: none"> <li>1. Login to admin and go to the 'Features' section, then click on Google Tools.</li> <li>2. Click the icon and then hit the 'Install Feature' button.</li> <li>3. Once the feature is installed, click on the 'Google Tools' link on the left hand side, under Installed Features .</li> <li>4. In the Google Analytics section, simply copy and paste the tracking code provided by Google Analytics into the box, and click on 'Update'.</li> </ol>	<b>Google Analytics</b>  (Approx. 30 min)
<pre>&lt;!-- Google Code for kl Conversion Page --&gt; &lt;script type="text/javascript"&gt; /* &lt;![CDATA[ */ var google_conversion_id = xxxxxxxxxxxx; var google_conversion_language = "en"; var google_conversion_format = "2"; var google_conversion_color = "ffffff"; var google_conversion_label = "b0IoCJSfhggQjKaQ1wM"; var google_conversion_value = &lt;%=getCurrentAttribute('confirmation','subtotal')%&gt;;</pre>	<ol style="list-style-type: none"> <li>1. Login to admin and go to the 'Features' section, then click on Google Tools.</li> <li>2. Click the icon and then hit the 'Install Feature' button .</li> <li>3. Once the feature is installed, click on the 'Google Tools' link on the left hand side, under Installed Features .</li> </ol>	<b>Conversion Tracking</b>  (Approx. 30 min)

<pre> var google_remarketing_only = false; /* ]]&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 /xxxxxxxxxxxx/?value= %&lt;%=getCurrentAttribute('confirmation','subtotal')%&gt; &amp;amp;label=b0loCJSfhggQjKaQ1wM&amp;amp;guid=ON&amp;a mp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt; </pre>	<p>4. In the Google Adwords Conversion Tracking section, simply copy and paste the tracking code into the box, and click on 'Update' .</p>	
<p><b>Sample</b></p> <pre> &lt;!-- Google Code for Remarketing Tag --&gt;  &lt;script type="text/javascript"&gt;  /* &lt;![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;  &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroug hconversion/xxxxxxxxx /?value=0&amp;amp;guid=ON&amp;amp;script=0"/&gt;  &lt;/div&gt;  &lt;/noscript&gt; </pre>		<p><b>Remarketing</b></p> <p>(Approx. 30 min)</p>

Custom variable coding required.	-	<b>Dynamic Remarketing</b>  (Approx. 60 min)