

# CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

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| <b>CMS System</b>                               |  | Prostores  |
| <b>Supported Versions</b>                       | <b>All Versions</b>  | Current version:   |
| <b>Supported Google Products</b>                | <b>All Products</b>  | <p>Level of complexity: Low</p> <p>Typical effort: 30-60 Min</p> <p>Level of Regalix rep experience: High</p>  |
| <b>Notes</b>                                    | <b>No known issues</b>   |  |
| <b>Related Products</b>                         | <b>N/A</b>   |  |
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| <b>Google Analytics</b><br><br>(Approx. 30 min) | <b>Via Prostores Admin</b><br><br>Analytics Code:<br>1. Click on store design in left sidebar<br>2. click on page template manager<br>3. Edit the header template<br>4. add the code to inside the head tag<br>5. click to save and publish button<br><br>Analytics(ecommerce)<br>1. Click on store design in left sidebar | <b>Sample</b><br><br><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.parentNo   de.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> |

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|  | <p>2. click on page template manager</p> <p>3. Edit the order confirm template under checkout section</p> <p>4. add the code just above the closing body tag</p> <pre>&lt;script type="text/javascript"&gt;      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")); &lt;/script&gt; &lt;script type="text/javascript"&gt;     try {         var pageTracker = _gat._getTracker("UA- xxxxxxx-x");  pageTracker._trackPageview( );     pageTracker._addTrans(         "&lt;ss:value source='\$invoice.invoiceNum ber' format='#####' /&gt;", // Order ID         "Your Store Name", // Affiliation         "&lt;ss:value source='\$invoice.totalDue' /&gt; ", // Total         "&lt;ss:value source='\$invoice.storeTax' /&gt; ", // Tax         "&lt;ss:value</pre> |  |
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|  | <pre> source="\$invoice.storeShipping"/&gt;", // Shipping "&lt;ss:value source="\$invoice.shipToCity" /&gt;", // City "&lt;ss:value source="\$invoice.shipToState" "/&gt;", // State "&lt;ss:value source="\$invoice.shipToCountry"/&gt;" // Country ); &lt;ss:foreach item="detail" within="\$invoice.storeDetails" "&gt;   pageTracker._addItem(     "&lt;ss:value source="\$invoice.invoiceNumber" format="#####"/&gt;", // Order ID     "&lt;ss:value source="\$detail.sku"/&gt;", // SKU     "&lt;ss:value source="\$detail.name"/&gt;", // Product Name     "&lt;ss:value source="\$detail.supplier"/&gt;", // Category     "&lt;ss:value source="\$detail.price"/&gt;", // Price     "&lt;ss:value source="\$detail.quantity"/&gt;" // Quantity   ); &lt;/ss:foreach&gt; pageTracker._trackTrans(); } catch(err) {}&lt;/script&gt;  5. click to save and publish button </pre> |  |
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| <b>Google Tag Manager</b><br><br>(Approx. 30 min)  | <b>Via Prostores Admin</b><br><br>Tag manager:<br>1. Click on store design in left sidebar<br>2. click on page template manager<br>3. Edit the header template<br>4. add the code just below the opening body tag<br>5. click to save and publish button  | <b>Sample</b><br><br><pre> &lt;!-- Google Tag Manager --&gt;  &lt;noscript&gt;&lt;iframe src="//www.googletagmanager.com/ns.html?id=GTM-N333SF"  height="0" width="0" style="display:none;visibility:hidden"&gt;&lt;/iframe&gt;&lt;/noscript&gt;  &lt;script&gt;(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'?'&amp;l='+l:'';j.async=true;j.src= '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.ins ertBefore(j,f); })(window,document,'script','dataLayer','GTM-XXXXXX');&lt;/script&gt;  &lt;!-- End Google Tag Manager --&gt; </pre>   |
| <b>Conversion Tracking</b><br><br>(Approx. 30 min) | <b>Via Prostores admin</b><br><br>Adwords conversion tracking code<br>1. Click on store design in left sidebar<br>2. Click on page template manager<br>3. Edit the order confirm template under checkout section<br>4. Add the code to inside the body tag or above closing body tag<br>5. Click to save and publish button | <b>Sample</b><br><br><pre> &lt;script type="text/javascript"&gt; /* &lt;![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%%; /* ]]&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/1234 56789/?value=%%ORDER_AMOUNT%%&amp;?label=AAAAAAAAAAAA AAAAAAA&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt; &lt;/noscript&gt; </pre> |
| <b>Remarketing</b><br><br>(Approx. 30 min)         | <b>Via Prostores Admin</b><br><br>Remarketing tag:<br>1. Click on store design in left sidebar<br>2. click on page template   | <b>Sample</b><br><br><pre> &lt;!-- Google Code for Remarketing Tag --&gt;  &lt;script type="text/javascript"&gt; </pre>  |

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|   | <p>manager</p> <p>3. Edit the Footer template</p> <p>4. add the code to inside the body tag</p> <p>5. click to save and publish button</p> | <pre> /* <![CDATA[ */ var google_conversion_id = xxxxxxxxx;  var google_custom_params = window.google_tag_params;  var google_remarketing_only = true;  /* ]]> */  &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> |
| <p><b>Dynamic Remarketing</b></p> <p>(Approx. 60 min)</p> | <p>VIA Prostores admin panel</p> <p>Customized code will be required</p>   |   |