

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

Drupal		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 <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'); </script> </pre>	Via Drupal Admin Google analytics: 1. Install google analytics plugin 2. Go to https://www.drupal.org/project/google_analytics 3. for ecommerce https://www.drupal.org/project/google_analytics_ecommerce	Google Analytics (Approx. 30 min)

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

<p>Sample</p> <pre> <!-- 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 --> </pre>	<p>Via Drupal Admin</p> <p>Tag Manager:</p> <ol style="list-style-type: none"> 1. GO to site building from navigation go to blocks 2. Search for blocks which are active in header 3. if any block there which been added for for custom content edit it 4. Or add a new block (after adding active that block to header) 5. change the filter html drop down to full html 6. click on text editor button (just below content box) 7. paste the code in the box and save the block 8. click on save blocks 	<p>Google Tag Manager</p> <p>(Approx. 30 min)</p>
<p>Sample</p> <pre> <script type="text/javascript"> /* <![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%%; /*]]> */ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> <div style="display:inline;"> </div> </noscript> </pre>	<p>Via Drupal admin</p> <p>Adwrods conversion tracking:</p> <ol style="list-style-type: none"> 1. install google adwords conversion tracking plugin 2. Go to https://www.drupal.org/project/google_adwords 	<p>Conversion Tracking</p> <p>(Approx. 30 min)</p>

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

Sample	Via Drupal Admin	Remarketing
<pre><!-- Google Code for Remarketing Tag --> <script type="text/javascript"> /* <![CDATA[*/ var google_conversion_id = xxxxxxxxxx; 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>	<p>Remarketing:</p> <ol style="list-style-type: none">1. GO to site building from navigation go to blocks2. search for blocks which are active in footer3. if any block there which been added for for custom content edit it4. Or add a new block (after adding active that block to footer)5. change the filter html drop down to full html6. click on text editor button (just below content box)7. paste the code in the box and save the block8. click on save blocks	<p>(Approx. 30 min)</p>