shopify

CMS System	Shopify	Shopify Inc. Phone: 800-103-7220 Website: http://www.shopify.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 Shopify Admin** 1. Settings > General 2. Scroll Down To Google analytics 3. Enter Analytics UA number	**Sample** UA-1234567-1
Google Tag Manager (Approx. 30 min)	**Via Shopify Admin** 1. Themes > Template Editor 2. Select theme.liquid 3. Place tag manager code just below the opening body tag	**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 Shopify Admin
	1. Settings > Checkout
	2. Scroll Down To additional contents & scripts
	3. Enter conversion tracking code
		Sample
		<!-- Google Code for Purchase Conversion Conversion Page -->
		<script type="text/javascript">
		/* <![CDATA[*/
		var google_conversion_id = xxxxxxxx;
		var google_conversion_language = "en";
		var google_conversion_format = "3";
		var google_conversion_color = "ffffff";
		var google_conversion_label = "QTk4CIT76QkQqNur9gM";
		var google_conversion_value = {{total_price | money_without_currency}};
		var google_remarketing_only = false;
		/*]]> */
		</script>
		<script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js">
		</script>
		<noscript>
		
		
		
		</noscript>

Remarketing
(Approx. 30 min)
	Via Shopify Admin
	1. Themes > Template Editor
	2. Select theme.liquid
	3. Place tag manager code just below the closing body tag
		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 Shopify Admin
	1. Themes > Template Editor
	2. Select product.liquid,cart.liquid,collection.liquid,index.liquid and
	3. Place respective dynamic remarketing tag just below the closing body tag.
		FOR HOME PAGE
		<script type="text/javascript">
		var google_tag_params = {
		ecomm_pagetype: 'home'
		};
		</script>
		<script type="text/javascript">
		/* <![CDATA[*/
		var google_conversion_id = xxxxxxxx;

	4. For checkout page, goto settings > checkout > additional contents & scripts	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>
		
		<img height="1" width="1" style="border-style:none;" alt=""
		src="//googleads.g.doubleclick.net/pagead/viewthroughconversio
		n/xxxxxxxx/?value=0&guid=ON&script=0"/>
		
		</noscript>
		
		FOR CATEGORY PAGES
		<script type="text/javascript">
		var google_tag_params = {
		ecomm_pagetype: 'category'
		};
		</script>
		<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>
		
		<img height="1" width="1" style="border-style:none;" alt=""
		src="//googleads.g.doubleclick.net/pagead/viewthroughconversio
		n/xxxxxxxx/?value=0&guid=ON&script=0"/>
		
		</noscript>
		
		FOR PRODUCT PAGES
		<script type="text/javascript">
		var google_tag_params = {
		ecomm_prodid: '{{product.id}}',
		ecomm_pagetype: 'product',
		ecomm_totalvalue: '{{ product.price | | money_without_currency
		}}'
		};
		</script>
		<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>

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<div style="display:inline;">
<img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconversio
n/xxxxxxxx/?value=0&guid=ON&script=0"/>
</div>
</noscript>


FOR CART PAGE
<script type="text/javascript">
var productIDs = new Array();
var i;
{% for item in cart.items %}
  productIDs.push({{item.product.id}});
{% endfor %}
var google_tag_params = {
ecomm_prodid: productIDs,
ecomm_pagetype: 'cart',
ecomm_totalvalue: '{{ cart.total_price |
money_without_currency}}'
};
</script>
<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;">
<img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconversio
n/xxxxxxxx/?value=0&guid=ON&script=0"/>
</div>
</noscript>


FOR CONFIRMATION/CHECKOUT PAGE/THANK YOU PAGE
<script type="text/javascript">
var productIds = new Array();
{% for line in line_items %}
  var productId = {{ line.product.id }};
  productIds.push(productId);
{% endfor %}
var google_tag_params = {
ecomm_prodid: productIds,
ecomm_pagetype: 'purchase',
ecomm_totalvalue: {{total_price | money_without_currency}}
};
</script>
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = xxxxxxx;
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>```