

**Google Ads Dynamic Remarketing, Call Conversion Tracking, Import Goals from GA4**

**Google Ads Dynamic Remarketing Code for Shopify**

**Google Ads Dynamic Remarketing Code - Custom JS Variable**

**Shopify Code**

function() {

var currencyToCountry = {

'USD': 'US',

'EUR': 'DE',

'BDT': 'BD',

'GBP': 'UK',

'CAD': 'CA',

'AUD': 'AU',

'INR': 'IN',

'PKR': 'PK'

};

var currency = window.dataLayer.find(function(obj) {

return obj.hasOwnProperty('ecommerce') && obj.ecommerce.hasOwnProperty('currency');

})?.ecommerce.currency || 'USD'; // Default to USD if not found

var itemsArray = window.dataLayer.find(function(obj) {

return obj.hasOwnProperty('ecommerce') && obj.ecommerce.hasOwnProperty('items');

})?.ecommerce.items || []; // Default to empty array if not found

var countryCode = currencyToCountry[currency] || 'US';

var remarketingItems = itemsArray.map(function(product) {

return {

id: 'shopify\_' + countryCode + '\_' + product.item\_id + '\_' + product.item\_variant,

google\_business\_vertical: 'retail'

};

});

return remarketingItems;

}

**Any Custom Datalayer**

function(){

var products = {{Ecommerce Items}};

return products.map(function(product) {

return {

"id": +(product.item\_id),

"google\_business\_vertical": 'retail'

}

});

}

**Google Ads Call Conversion Tracking**

**Google Ads Call Conversions**

1. Call From Ads (Use Google Forward Number)
2. Call From Website (Use Google Forward Number)
3. Call From Mobile Website (Normal Click Tracking)

**Required Links -**

Google Ads Remarekting Event : <https://support.google.com/google-ads/answer/7305793?hl=en>

Shopify Country Code: <https://shopify.dev/docs/api/storefront/2023-04/enums/countrycode>

Google Ads Call: <https://support.google.com/google-ads/topic/7280667?hl=en&ref_topic=3119145&sjid=13077039137433374331-AP>

Call Forwarding: <https://support.google.com/google-ads/answer/2382961?hl=en#:~:text=A%20Google%20forwarding%20number%20is,reporting%20in%20your%20account%20settings>