

**Facebook Conversion API and GA4 Ecommerce Tracking for Shopify Store (New Method)**

**Enabling Theme Independent DataLayer on a Shopify Store (Future of DataLayer)**

**Customer Events:**

* Setting > Customer Events > Add Custom Pixel > Save and Connect

**DataLayer Code:** <https://docs.google.com/document/d/1coAB_3LF3U6Xuem6d0kjnnwnU6BF3Ke2mvEd_nMAegQ/edit?usp=sharing>

**Debug Datalayer From Lax To Console**

**JavaScript Variable:** dataLayer

Variable Name: Full dataLayer

**Custom javaScript Variable**:

| function() {  return {{Full dataLayer}}[{{Full dataLayer}}.length-1]; } |
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**Variable Name:** Latest Datalayer

**Datalayer Variable**: fired\_from

Variable Name: Fired From

**Custom HTML**

| <**script**>  console.log("datalayer", {"event": {{Event}}, "dataLayer": {{Latest Datalayer}}}) </**script**> |
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**Source:** <https://slideruleanalytics.com/blog/integrating-and-debugging-google-tag-manager-with-shopifys-custom-pixels>

**Enabling Theme dependent DataLayer on a Shopify Store**

**Step-1:**

**Shopify Admin Panel:**

* Online Store > Theme > Edit Code >
* Snippet > Create a new snippet >

**Snippet value:**

ultimate-datalayer

**Datalayer Code:** <https://github.com/webhasan/gtm-datalayer-for-shopify/blob/main/ultimate-datalayer.liquid>

**Step-2:**

**Got to theme.liquid file**

Just place after the <head> tag

<!-- Google Tag Manager -->

<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=

'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);

})(window,document,'script','dataLayer','GTM-000000');</script>

<!-- End Google Tag Manager -->

**{% render 'ultimate-datalayer' %}**

**Checkout code**

**Go to the Checkout page > Order Status page**

**DataLayer Code:** <https://github.com/webhasan/gtm-datalayer-for-shopify/blob/main/checkout.liquid>

**Please change the GTM code in the checkout code**

**And Please follow the documents of the conversion API and GA4 Ecommerce tracking for Woocommerce for the implementation in GTM…**

**All the concepts are the same**

**Google Analytics Debugger:**

<https://chromewebstore.google.com/detail/google-analytics-debugger/jnkmfdileelhofjcijamephohjechhna>