

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

**Enabling DataLayer in a Shopify Store**

**Shopify Admin Panel:**

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

**Snippet value:**

dataLayer-allPages

**Datalayer Code for EU Currency:** <https://docs.google.com/document/d/1qKG2aDcNFaiR8SYjIrtuwXLfZbCq9KUBjHu5w2rpny8/edit?usp=sharing>

**Datalayer Code for Other Currency:**

<https://docs.google.com/document/d/1Wi85f7UVfOwF1gwjCyXONi3LyT3QEzd_fKYllterc-8/edit?usp=sharing>

*In the code bottom, don't forget to change the GTM code and custom domain*

**Got to theme.liquid file**

Just place before the close </head> tag

**{% include 'dataLayer-allPages' %}**

**Checkout code**

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

**EUR Currency or with (,) currency - 200,00**

<https://docs.google.com/document/d/10K5Ji8BU9b51mljJcNLDdY38_Cu45A4cRtocZ1F3oy0/edit?usp=sharing>

**Others country: 200.00**

[**https://github.com/TechnicalWebAnalytics/dataLayer-shopify/blob/master/dataLayer-allPages.js**](https://github.com/TechnicalWebAnalytics/dataLayer-shopify/blob/master/dataLayer-allPages.js)

**DataLayer for Multicurrency -**

[**https://docs.google.com/document/d/1-VhgLIDH5rV6ANVNrSYG5M1kP1-ksgrFllSDLynqDt0/edit?usp=sharing**](https://docs.google.com/document/d/1-VhgLIDH5rV6ANVNrSYG5M1kP1-ksgrFllSDLynqDt0/edit?usp=sharing)

**Please add the GTM code above 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**

**Some Extra Codes**

**Product Ids and name from array**

function(){

function getData(input){

var x = [];

for (var i = input.length - 1; i >= 0; i--) {

x.push(input[i].id);

}

return x;

}

var data = getData({{Products}});

if( data == "undefined" ){

data = ""; }

return data;

}

**Page Reload Script**

function(){

return performance.navigation.type === 1;

}

**Adding CSS Class and ID with GTM**

**Add Class with GTM**

copyjspath.classList.add('mystyle')

**Add ID with GTM**

copyjspath.setAttribute('id', 'test 4')