



**Installation and User Guide for
Magento 1 Google Tag Manager with Enhanced
Ecommerce Tracking**

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1. Installation

- **Disable Compilation Mode:** To check that this is disabled, go to **System >Tools > Compilation**. If the compiler status is 'Disabled', you are ready to go. If not, simply click the 'Disable' button on the right hand side of the screen.
- **Upload Package:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added.
- **Clear Caches:** This can be done from the admin console by navigating to the cache management page (**System > Cache Management**), selecting all caches, clicking 'refresh' from the drop-down menu, and submitting the change.

2. Configuration Settings for Google Tag Manager Pro Tracking

Go to **Admin > Stores > Configuration > Scommerce Configuration > Google Tag Manager Pro Tracking**

- **General Settings**
 - **Enabled** – Select “Yes” or “No” to enable or disable the module.
 - **License Key** – Please add the license for the extension which is provided in the order confirmation email. Please note license keys are site URL specific. If you require license keys for dev/staging sites then please email us at core@scommerce-mage.com
 - **Container Id** – Enter your Google Tag Manager Container Id.
 - **Enhanced Ecommerce** – Set “yes” to enable the enhanced ecommerce
 - **Brand Attribute** – Select brand attribute to send brand information to Google Analytics.
 - **Brand text box** – If you don't have brand attribute and you want to send default brand name to Google Analytics then you can enter here.
 - **Base** – Set “Yes” if you want to send base order data and ‘No’ to send store

order data to Google. Set this to “Yes” always unless you have multi-store/currency is enabled and you want to send different currency data to Google.

- **Send Phone or Admin Orders** – Enable this feature only if you want to send admin orders on order creation.
- **Source** – Add source you want to pass to Google for admin orders.
- **Medium** – Add medium you want to pass to Google for admin orders.
- **Enable dynamic remarketing tags and facebook tracking** – Set yes to enable dynamic remarketing tags and facebook tracking.
- **Product ID Attribute** – Select attribute for Product ID, this should be same attribute as you have in your Google Base Feed.
- **Enable Google Optimize** – Set “Yes” to add page-hiding snippet code for google optimize.
- **Enable GDPR cookie check** – If you are using our GDPR Extension or any other GDPR Extension and you want to block sending information to Google then set this to “yes” based on customer preference. Please note this is optional as far as you are not sending any PII to Google this setting needs to be turned off.
- **Order Total Include VAT** – If set to “Yes” then VAT will be included in order total.

General		
Enabled	Yes	Select "Yes" to enable the module
License Key	govexNXcpjGbo	Enter the License key for the module
Container Id	GTM-589GWF ▲ You can get container ID from Google Tag Manager, it should be in the following format GTM-XXXXXX	Please add the Container Id
Enhanced Ecommerce	Yes	Select "Yes" to enable the Enhanced Ecommerce
Brand Attribute	name ▲ Select product attribute which you use to set your brand names	Please select the Brand Attribute
Brand text box	 ▲ You can add your brand name here to pass this to Google	Please add the Brand text box
Base	No ▲ Set 'Yes' if you want to send base order data and 'No' to send store order data to Google	Select "Yes" to enable the Base
Send Phone or Admin Orders	No ▲ Enable this feature only if you want to send admin orders on order creation	Select "Yes" for Send Phone or Admin Orders
Enable dynamic remarketing tags and facebook tracking	Yes	Select "Yes" to enable the Dynamic Remarketing tags
Product ID Attribute	sku ▲ Product ID should match Google Merchant Center feed	Please select the Product Id Attribute
Enable Google Optimize	No ▲ Set yes to add page-hiding snippet code for google optimize	Select "Yes" to enable the Google Optimize
Enable GDPR cookie check	No ▲ If you are using our GDPR extension or any other GDPR extension and you want to block sending information to Google then set this to "yes" based on customer preference. Please note this is optional as far as you are not sending any PII to Google this setting needs to be turned off	Select "Yes" to Enable GDPR Cookie Check
Order Total Include VAT	Yes ▲ If set to "Yes" then then VAT will be included in order total	Select "Yes" for Order Total Include VAT

3. JSONs provided with extension package

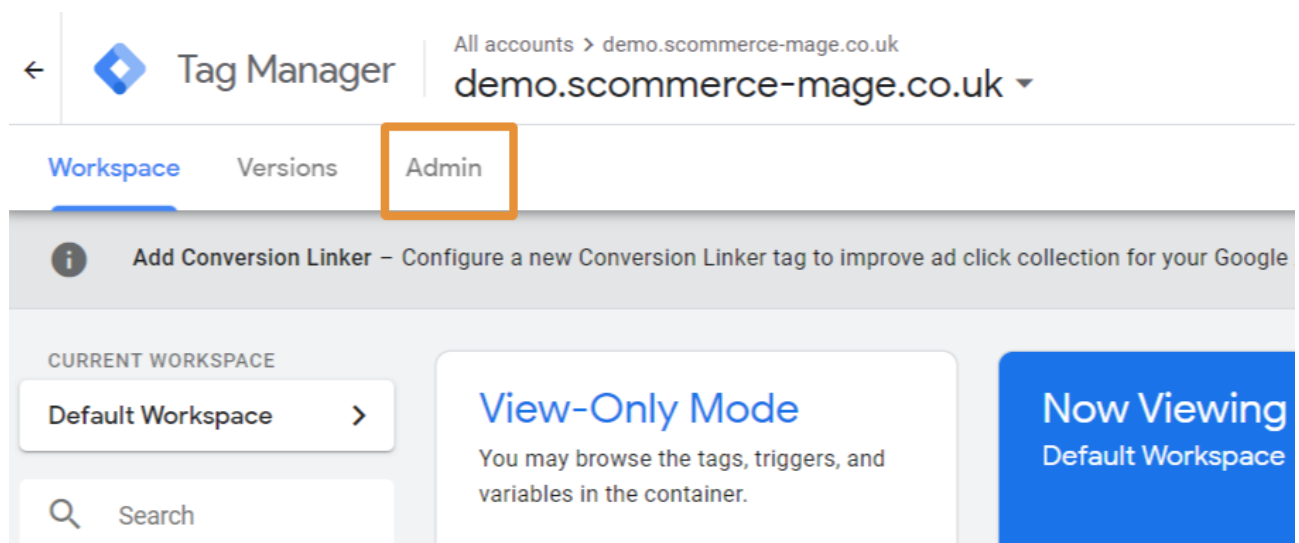
The extension package contains JSONs which can be imported in GTM to set up required Tags, Triggers and Variables. The JSONs can be used to set up

- Enhanced Ecommerce Universal Analytics
- Facebook Pixel
- Adwords Dynamic Remarketing
- Google Analytics 4

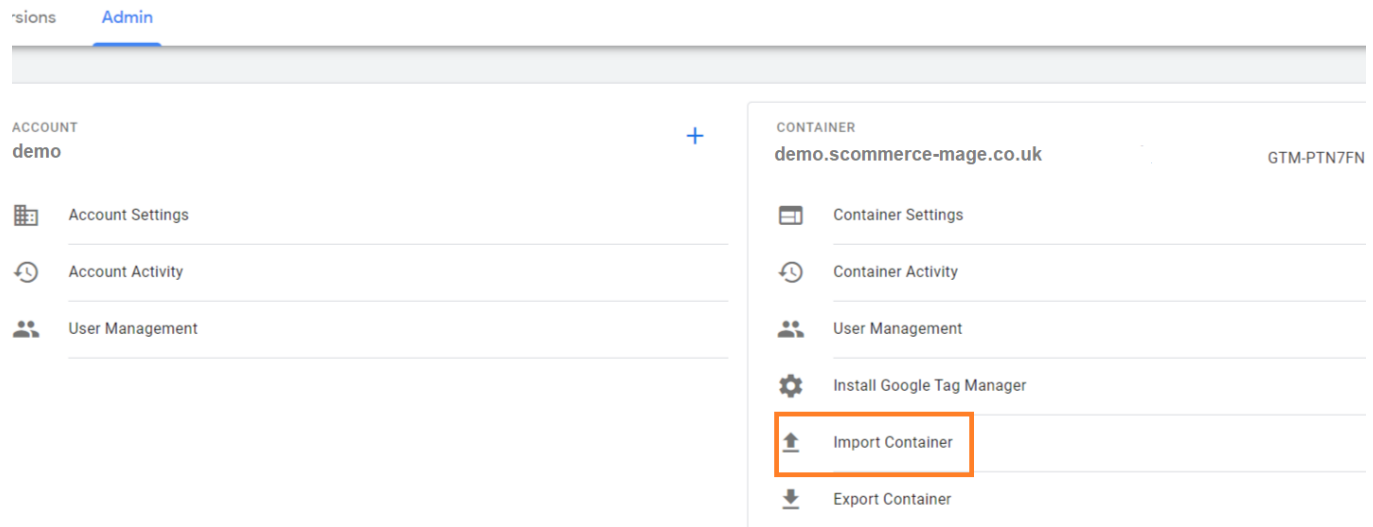
4. Importing JSONs into GTM

To import JSONS provided with extension package follow below steps:

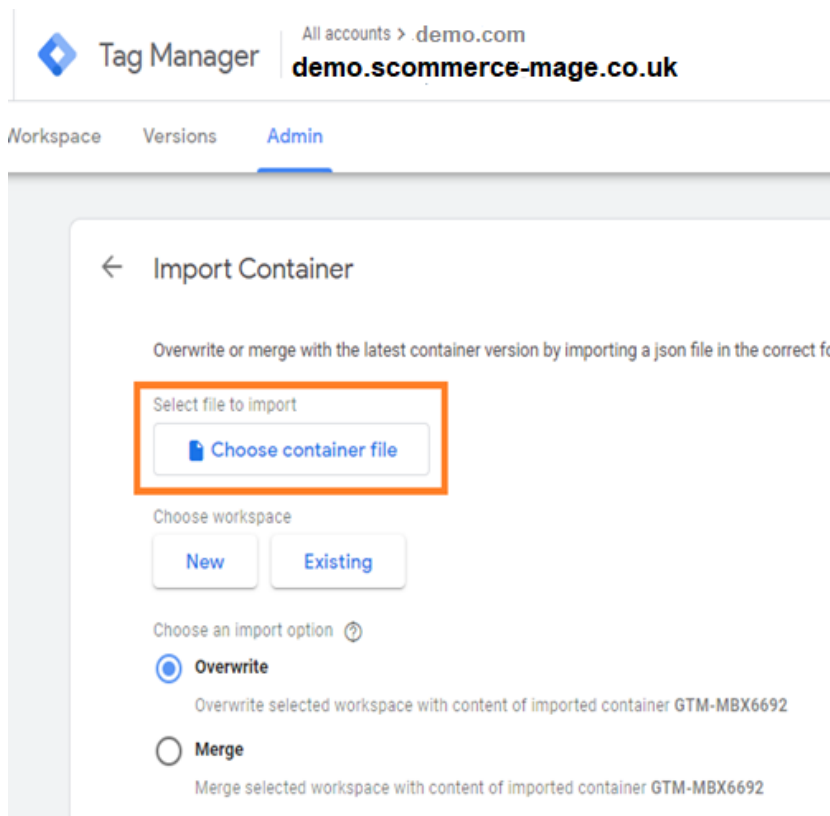
1. Log into GTM and navigate to your Account and container
2. In the top navigation, click through the Admin



3. Under the container options, click on Import Container



4. Choose the JSON file which you would like to import



5. Choose to either Overwrite or Merge

- Overwriting the existing container will remove all your existing tags, triggers, and variables, and will replace them with those in the imported container. A new container version will be created before the import.
 - Merging containers will let you keep your existing tags, triggers, and variables, and just add in the new ones. If you choose to Merge the new container with your existing container, you'll have to then decide whether you want to overwrite conflicting tags or rename conflicting tags.
 - **Overwrite** – If a variable, tag, or trigger in the new container has the same name but the contents are different, overwrite the old one with the new one.
 - **Rename** – If a variable, tag, or trigger in the new container has the same name but the contents are different, keep the old one and rename the new one.
6. **Click Continue.** You'll see a preview of changes, showing how many tags, triggers, and variables will be added, modified, or deleted. You can also click the link to View Detailed Changes to see which tags, triggers, and variables are being added, modified, or deleted.

Preview and confirm your import

Tags	Triggers	Variables	Templates
7	6	1	0
New	New	New	New
0	0	0	0
Modified	Modified	Modified	Modified
0	0	0	0
Deleted	Deleted	Deleted	Deleted

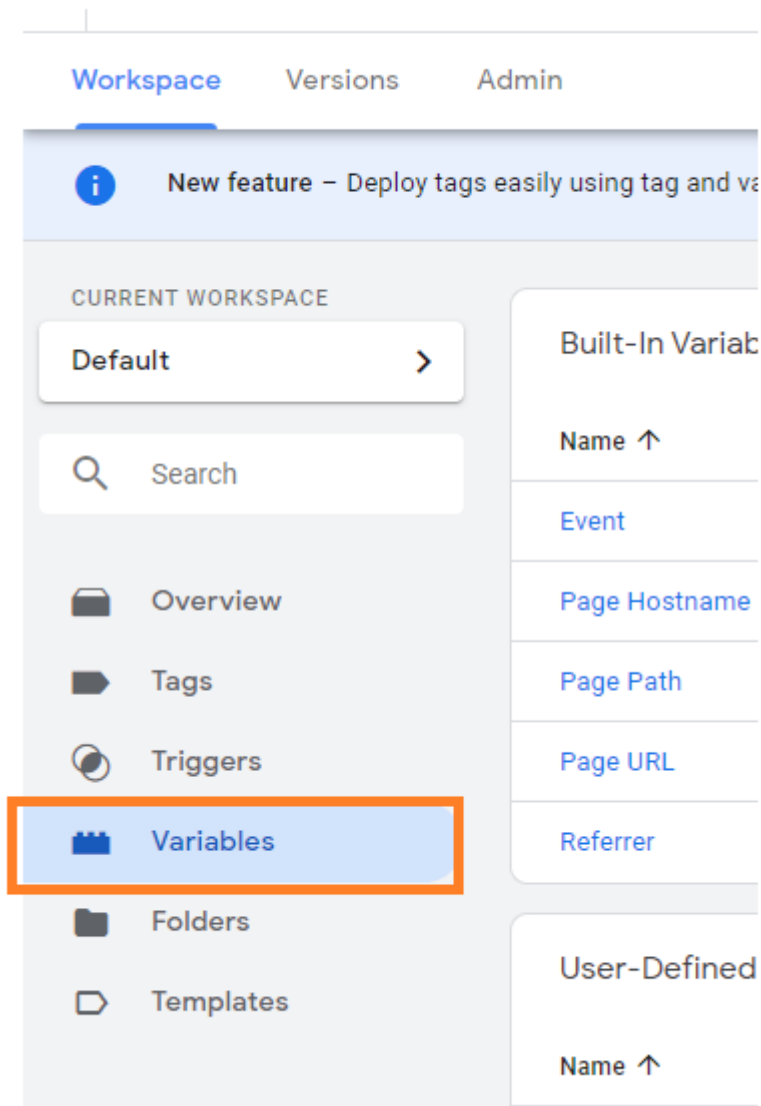
[View Detailed Changes](#)

[Confirm](#) [Cancel](#)

7. Once you're satisfied with the changes, click *Confirm*.

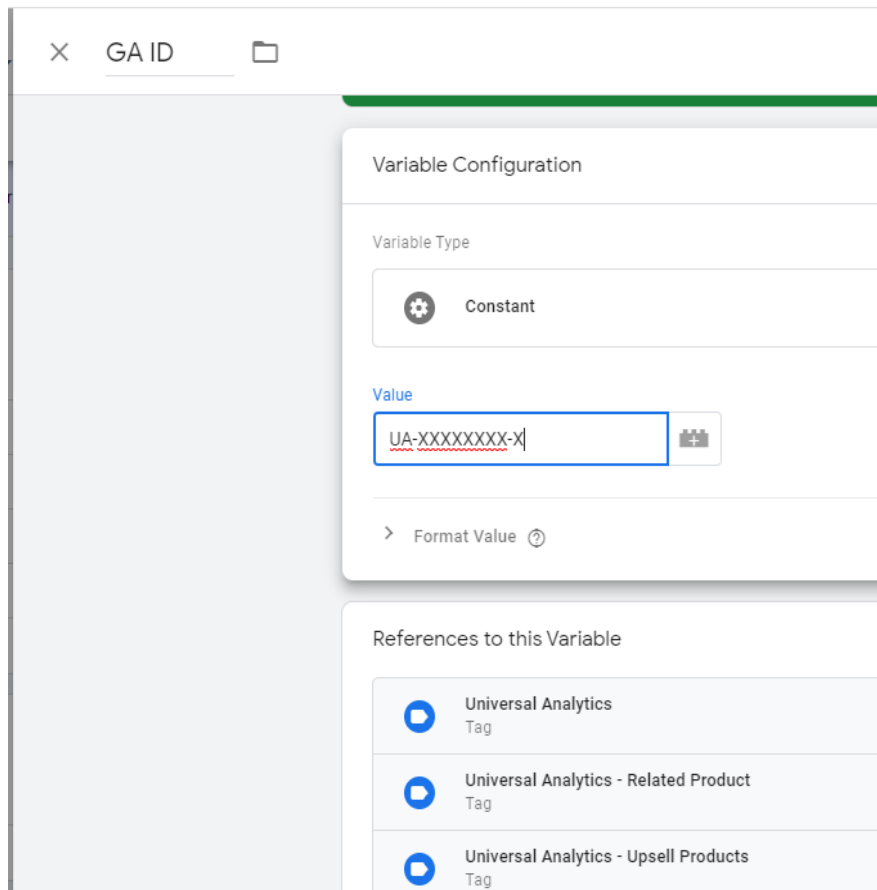
5. Setting variable information in GTM

Once the GTM container file has been imported, you need to change variable information with correct value corresponding to the site. To access variables, go to workspace where you have imported the JSONs and click on variables on left hand side navigation.



Variables Created with JSON's

- **GA ID** – This variable is created when GTM-UniversalAnalytics.json is imported and it holds value for Google Analytics Id for the site. Click on the GA ID and change it to correct value.




- **conversionID** - This variable is created when GTM-AdwordsDynamicRemarketing.json is imported and it holds value for Google Adwords Conversion Id for the site. Click on the conversionID and change it to correct value.

conversionID 

Added in this workspace

Variable Configuration


Variable Type

 Constant

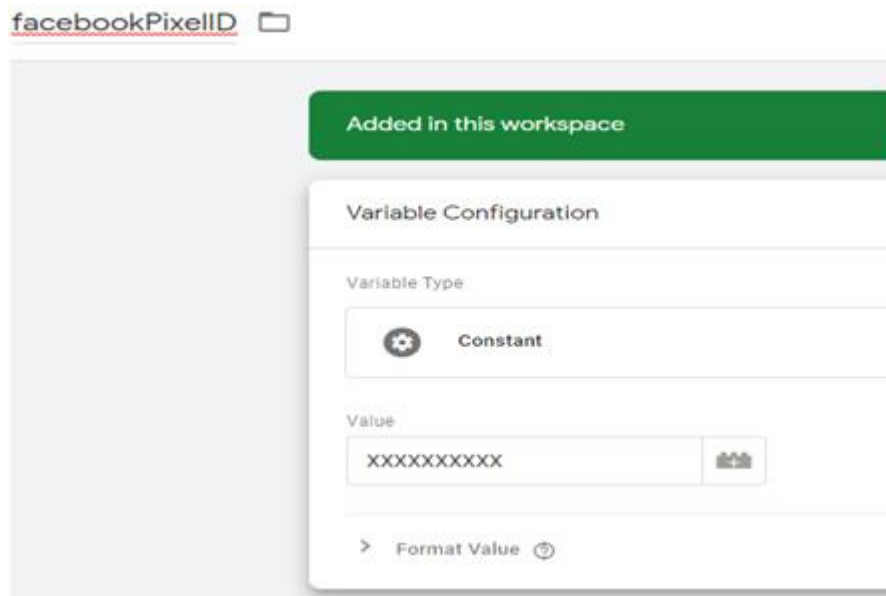
Value

XXXXXXXXXX

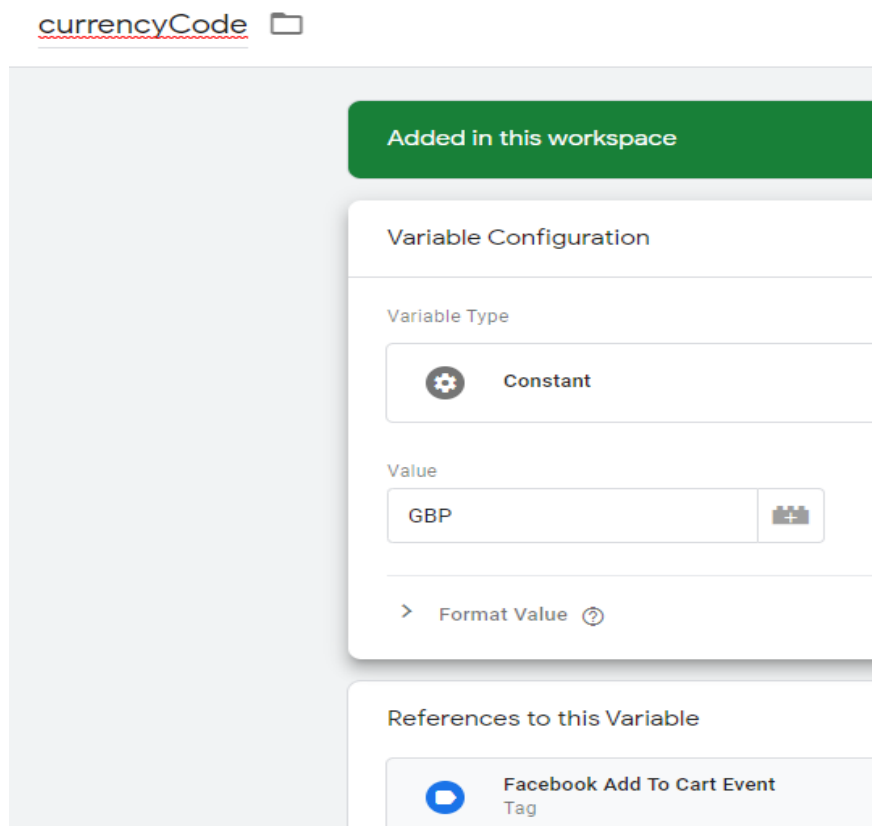
References to this Variable

 AdWords Dynamic Remarketing Cart Tag

- **facebookPixelID** - This variable is created when GTM-Facebook.json is imported and it holds value for Facebook pixel Id for the site. Click on the facebookPixelID and change it to correct value.



- **currencyCode** - This variable is created when GTM-Facebook.json is imported and it holds value for currency used on site. Click on the currencyCode and change it to correct value.



6. Publishing Tags in GTM

Once all set up is done and verified, need to Publish the tags to make it live on the website.

Step 1 – Click the SUBMIT button at the top right corner of the screen.


It will show the following screen.

×


Submit Changes

Publish

Submission Configuration



Publish and Create Version
Push changes to your sites



Create Version
Save changes and create a new version

Version Name

Default

Version Description

Add a detailed description of the changes

Step 2 – Enter an identifiable Version name so that it can be easily understood for the changes made.

With the version description, you can be as elaborate as possible on the changes/additions of the tag in that version.

Step 3 – Scroll down to the Workspace Changes, you will see all the changes made in the tags, which are unpublished or in the PREVIEW mode.

Step 4 – Click PUBLISH and you will be presented with a summary for this version.

7. Set up Enhanced Ecommerce in Google Analytics

To turn on Enhanced E-commerce for a view, and label your checkout steps:

1. Click Admin at the top of any Analytics page.
2. Select the view for which you want to enable Enhanced E-commerce reporting.
3. In the view column, click E-commerce Settings.
4. Under **Step 1**, Enable E-commerce, set the status to ON.
5. Click Next Step.
6. Under **Step 2**, Enhanced Ecommerce Settings, set the status to ON. When you turn this option on

- You can see the Enhanced E-commerce reports in the conversions section
- The older, older category of E-commerce reports is no longer visible

You can turn this option off to restore the older category of E-commerce reports.

7. Optionally, enter labels for the checkout steps that you have defined in your Magento steps configuration. Please see screenshots below for reference

Ecommerce set-up

Enable Ecommerce

Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.

☒ ON

Enable Enhanced Ecommerce Reporting

☒ ON

Checkout Labeling optional

Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

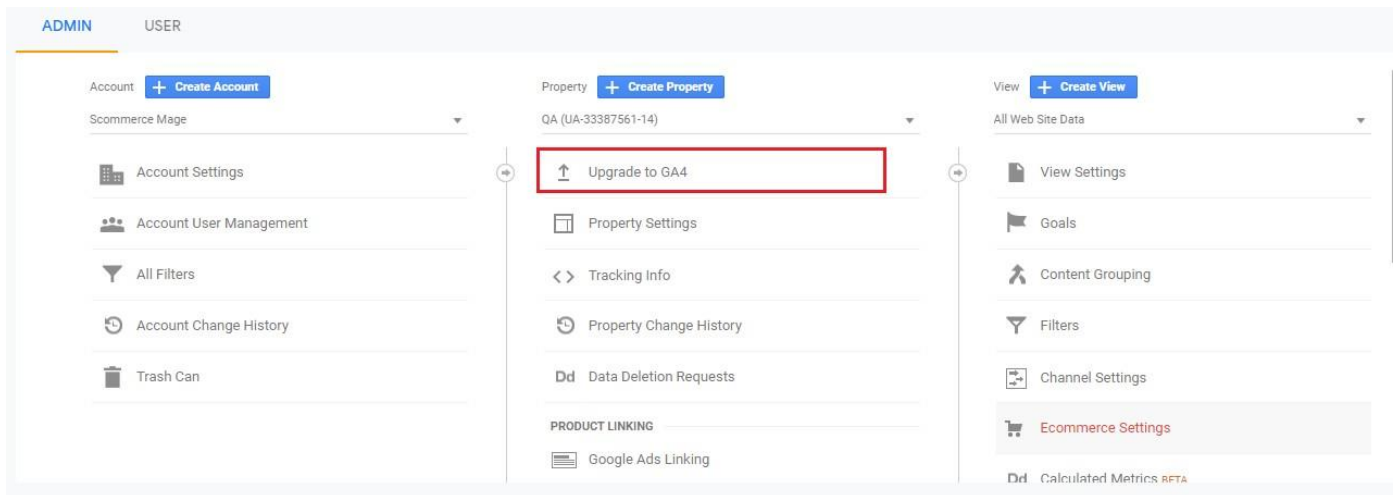
FUNNEL STEPS

1.	Billing information
2.	Shipping information
3.	Shipping method
4.	Payment information
5.	Order Review

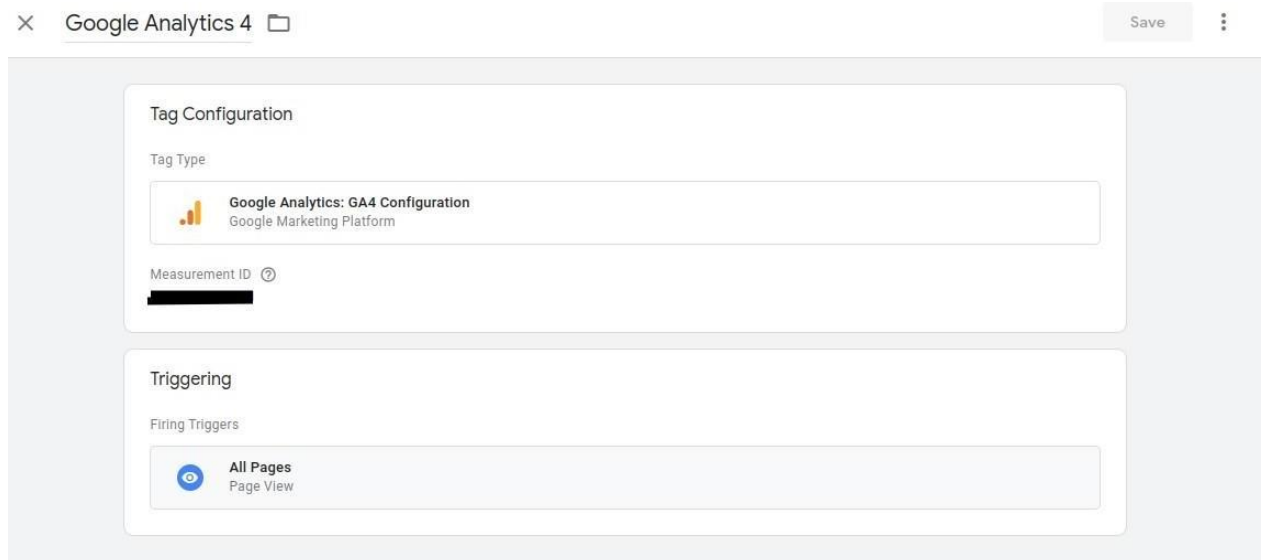
8. Click Submit.

8. Set up Google Analytics 4

1. Go to Analytics and select the website on which you want to implement GA4 alongside universal analytics.
2. Once you are in universal analytics panel go into admin settings. Here you will notice an UPGRADE TO GA4 button, click on it. You will be walked with creating a new property. Follow along, once you are finished you will see the new GA4 view on your screen.



- Now we need to setup the tag manager for GA4. In GTM create a new configuration tag. Look at the image below: -



- To get the measurement id you need to go to your GA4 view. Go to the admin settings and then property settings. You will see the property id listed there use it as your measurement id.
- Now for the final step import our Google analytics 4 JSON file in your GTM to get all the configurations for GA4. Once done you will see data flowing into Google analytics 4. Learn more about [Google Analytics 4](#).

9. AJAX Add to Basket or Remove from Basket

Add the following two functions in your ajax add to basket js file and call **gaAddToCart** on success of Ajax add to basket and **gaRemoveFromCart** on success of Ajax remove from basket function.

- **AJAX Add to Basket**

```
Function gaAddToCart(){jQuery.cookie.json = true;var productToBasket =
jQuery.cookie("productToBasket");var productlist = jQuery.cookie("productlist");if
(productToBasket!=
undefined){manipulationOfCart(productToBasket,'add',productlist);jQuery.remo
veCookie("productToBasket" , { path: '/', domain: '.' + document.domain});}}
```

- **AJAX Remove from Basket**

```
Function gaRemoveFromCart(){jQuery.cookie.json = true;var productOutBasket =
jQuery.cookie("productOutBasket");if (productOutBasket !=
undefined){manipulationOfCart(productOutBasket, 'remove',
");jQuery.removeCookie("productOutBasket" , { path: '/' , domain: '.' +
document.domain});}}
```

- **Back-end/Admin Tracking** - When you enable the "Send Phone or Admin Orders " from **Admin > Stores > Configuration > Scommerce Configuration > Google Tag Manager Pro Tracking**, then it tracks admin orders. To see admin order go to **GA > Conversion > Ecommerce > Sales Performance**.

Primary Dimension: Transaction ID [Date](#)

Secondary dimension: Source / Medium [Source / Medium](#)

advanced [Grid](#) [Refresh](#) [Filter](#) [Export](#) [Print](#)

Transaction ID ?	Source / Medium ?	Revenue ?	Tax ?	Shipping ?	Refund Amount ?	Quantity ?
		£631.19 % of Total: 100.00% (£631.19)	£6.19 % of Total: 100.00% (£6.19)	£20.00 % of Total: 100.00% (£20.00)	£0.00 % of Total: 0.00% (£0.00)	4 % of Total: 100.00% (4)
1. 145000155	phone / TestintMedium	£215.00 (34.06%)	£0.00 (0.00%)	£5.00 (25.00%)	£0.00 (0.00%)	1 (25.00%)
2. 145000154	phone / TestintMedium	£165.00 (26.14%)	£0.00 (0.00%)	£5.00 (25.00%)	£0.00 (0.00%)	1 (25.00%)
3. 145000153	phone / TestintMedium	£165.00 (26.14%)	£0.00 (0.00%)	£5.00 (25.00%)	£0.00 (0.00%)	1 (25.00%)

Please contact core@scommerce-mage.com for any queries.