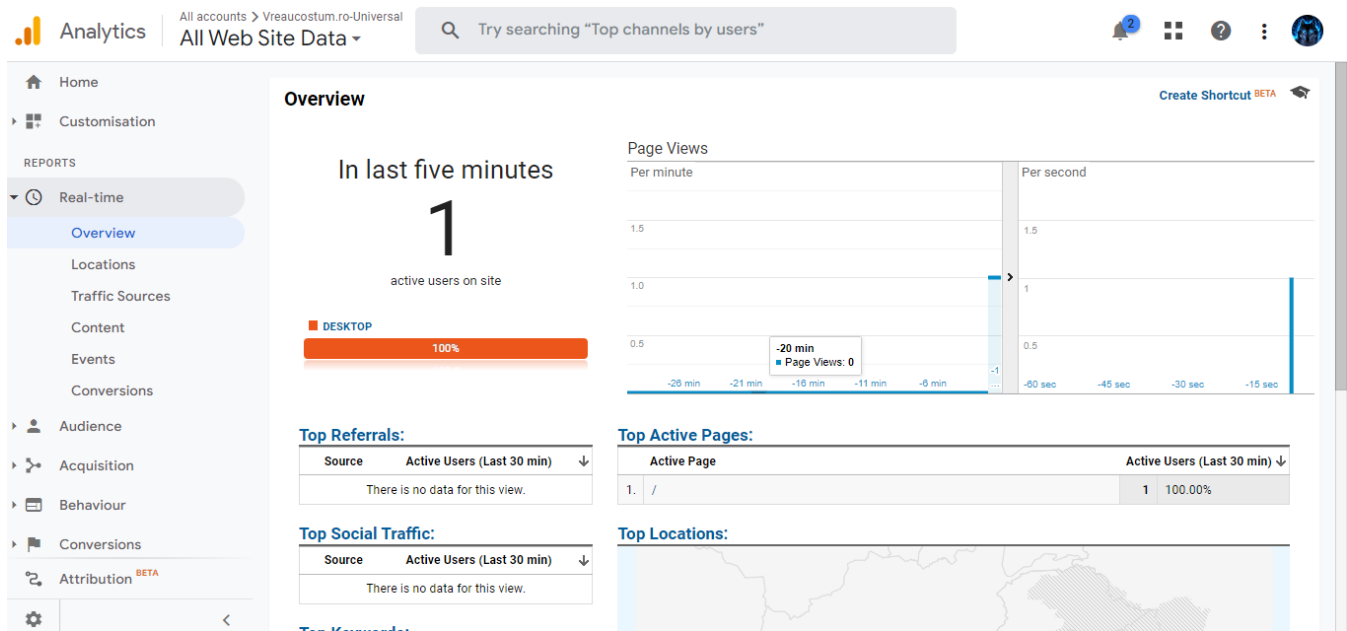


# Report on the Tracking setup for VREAUUCOSTUM.RO

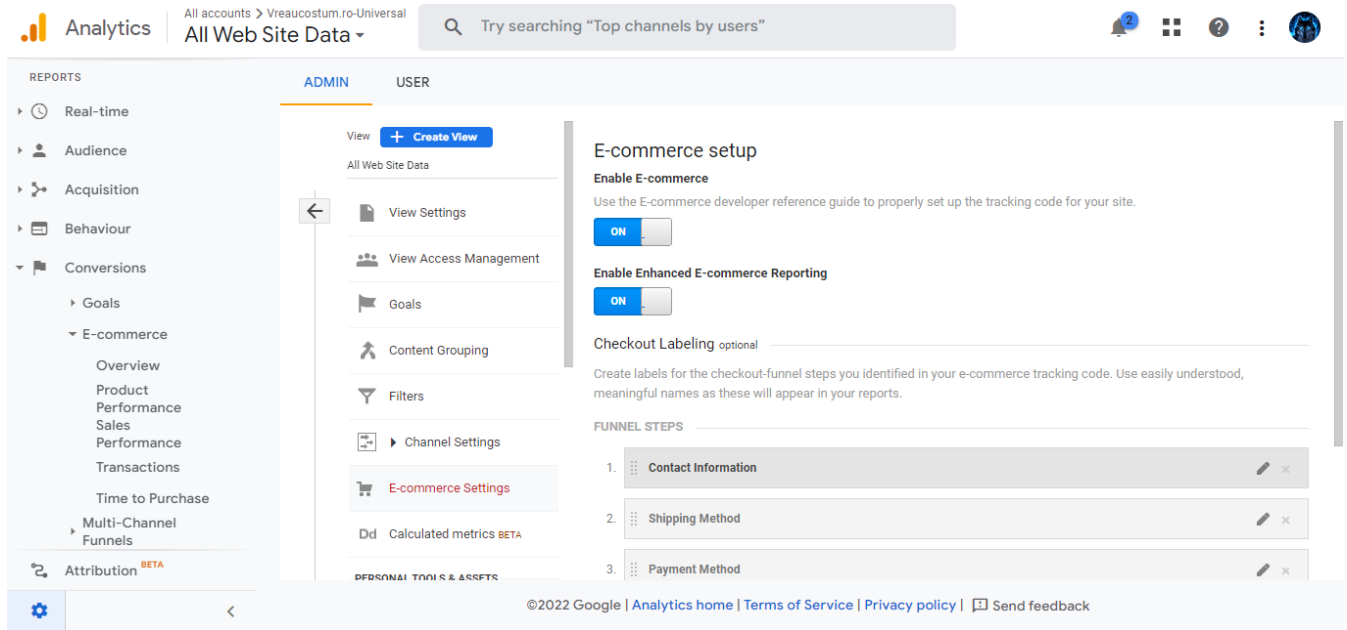
## 1. Google Analytics:

- **Universal Property Setup:** Created Universal property and integrated it with the Shopify

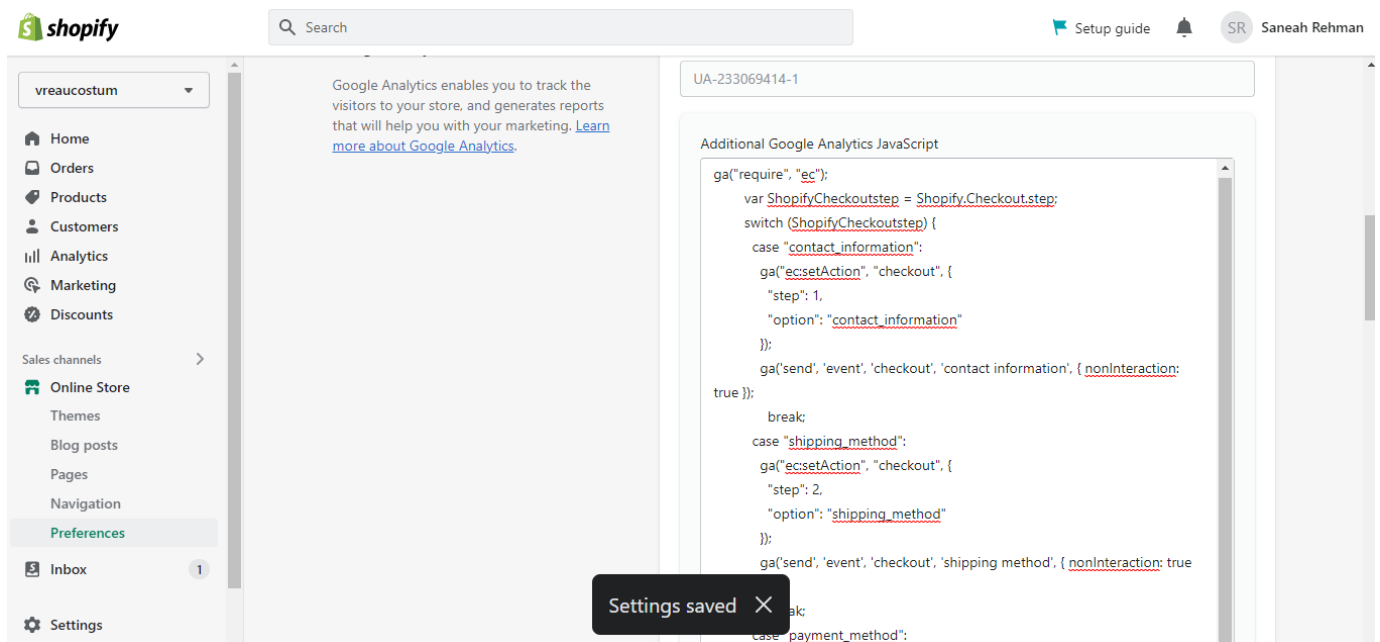


### 1 Google Analytics Real Time

- **Enhanced Ecommerce Setup:** Enabled the Ecommerce setting along with checkout labeling, although the Checkout Labeling by default is not supported by Shopify so I made some Additional Custom Script and added it in Shopify settings so it can show "Checkout Behavior Report"



## 2 Enhanced Ecommerce Settings

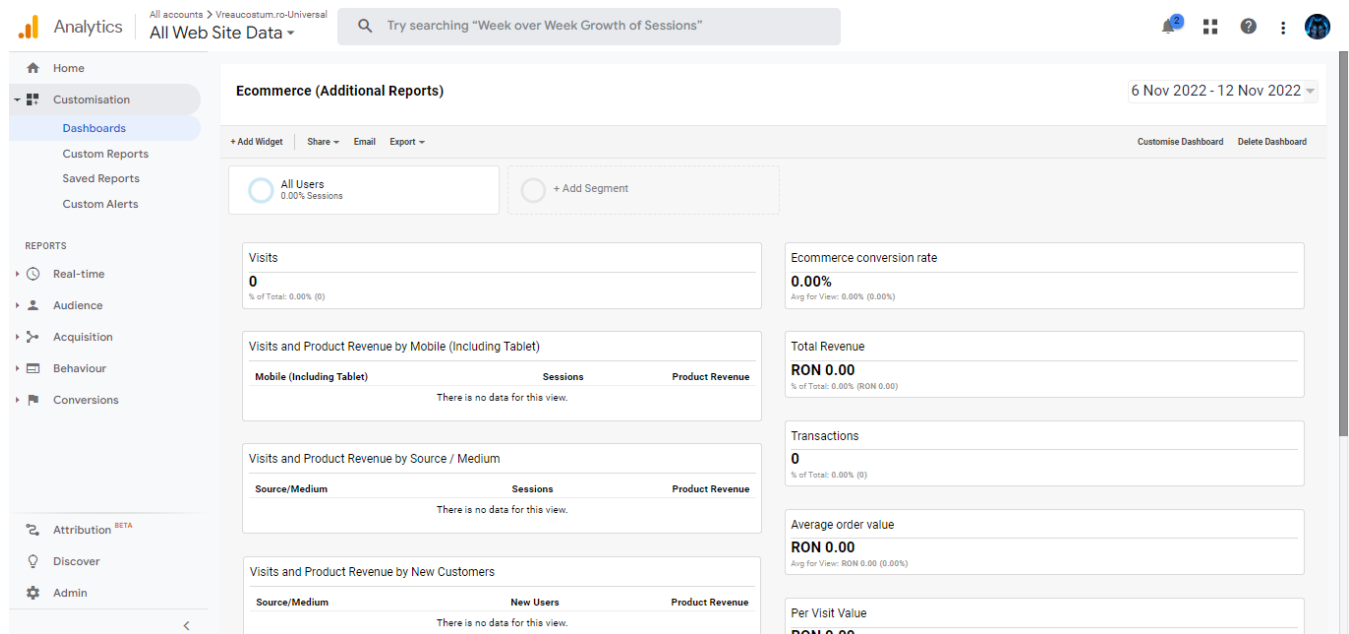


## 3 Checkout Labeling

- **Checkout Funnel Visualization:** Created complete Checkout Funnel so you can visualize the User path flow when they land on the Store

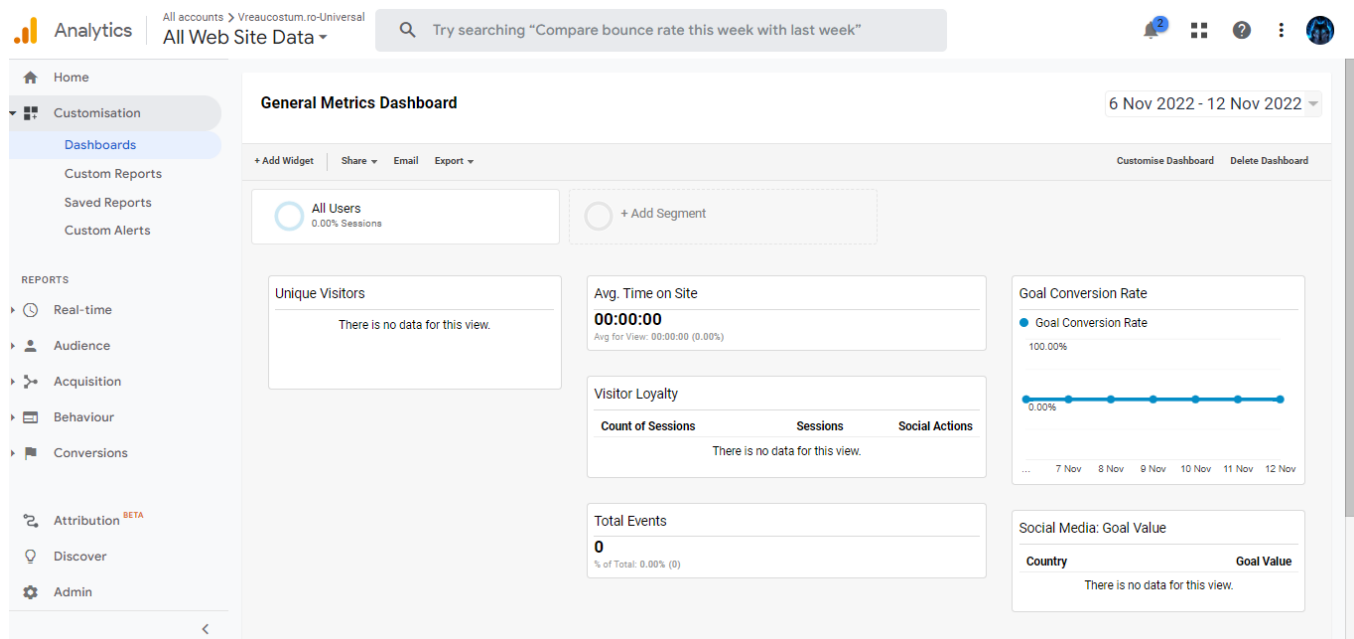


- Sales Performance by device
- Sales Performance by new customer
- Sales Performance by returning customer

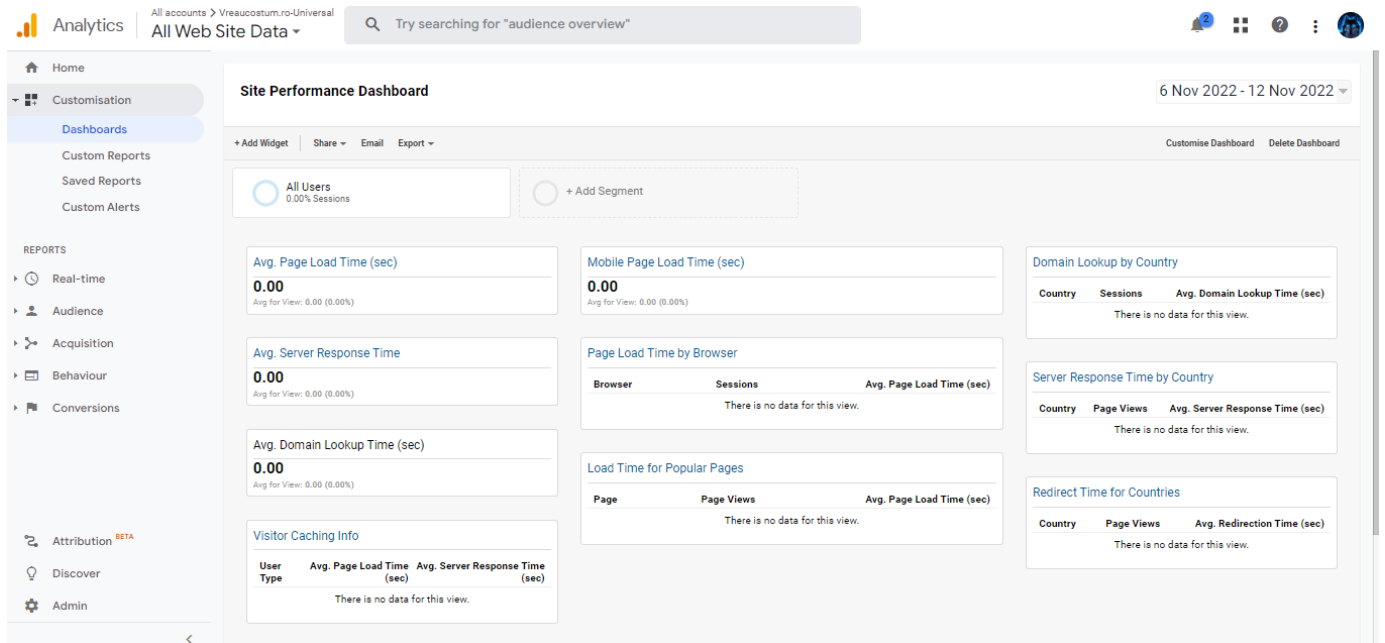


- **Dashboards:** Created following Five dashboards:

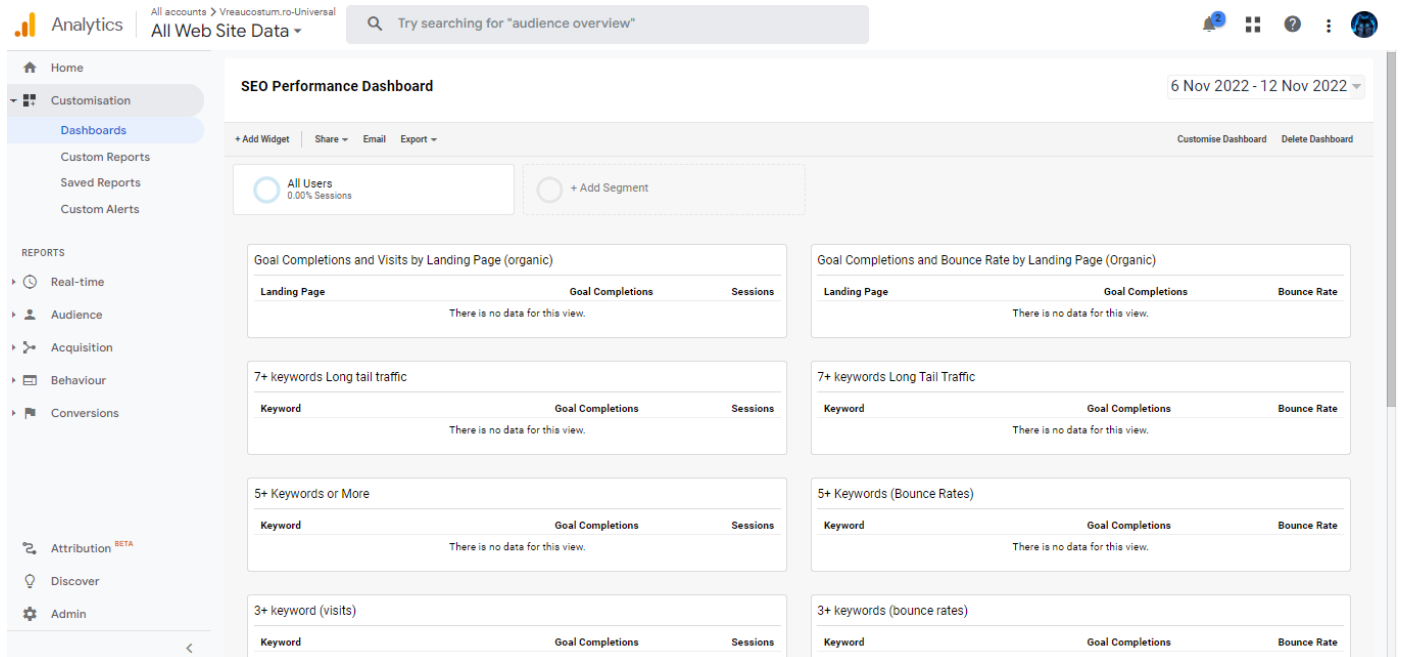
### ➤ **General Metrics Dashboard:**



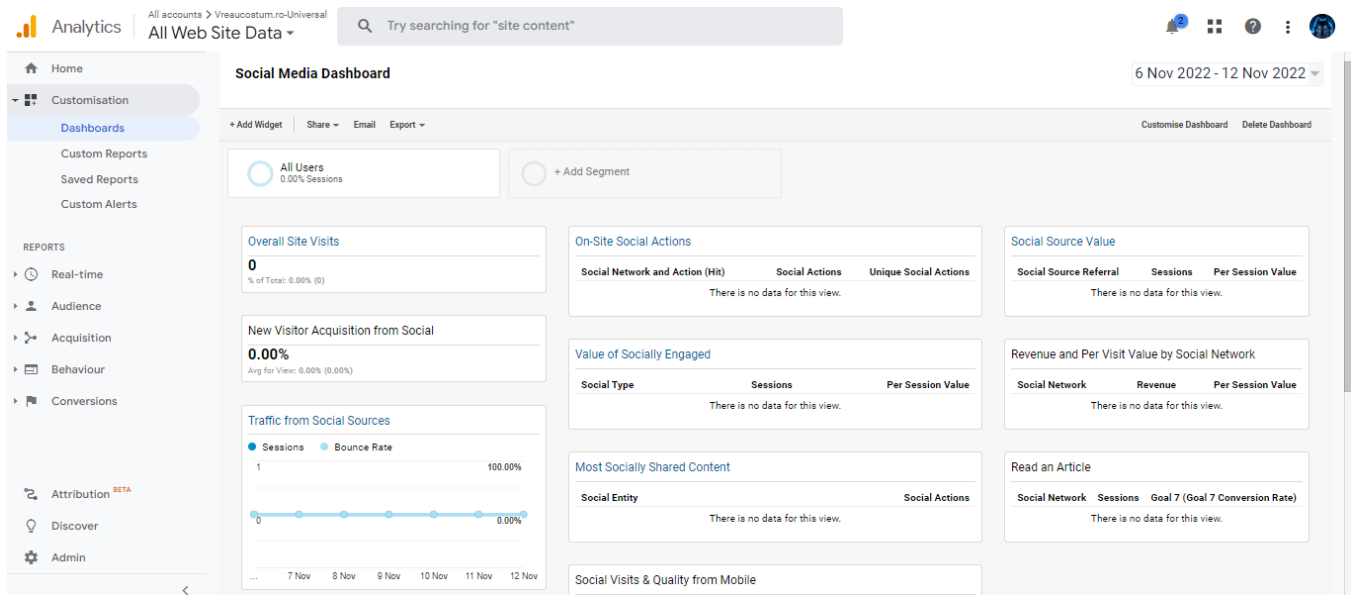
## ➤ Site Performance Dashboard:



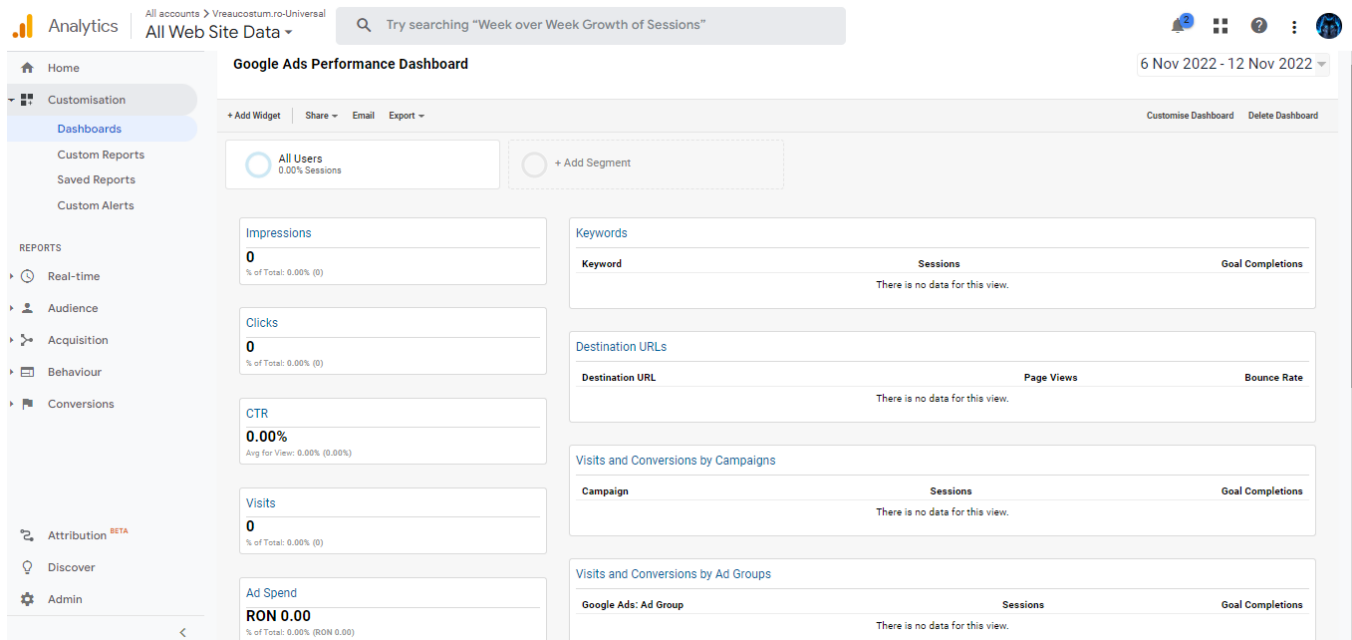
## ➤ SEO Performance Dashboard:



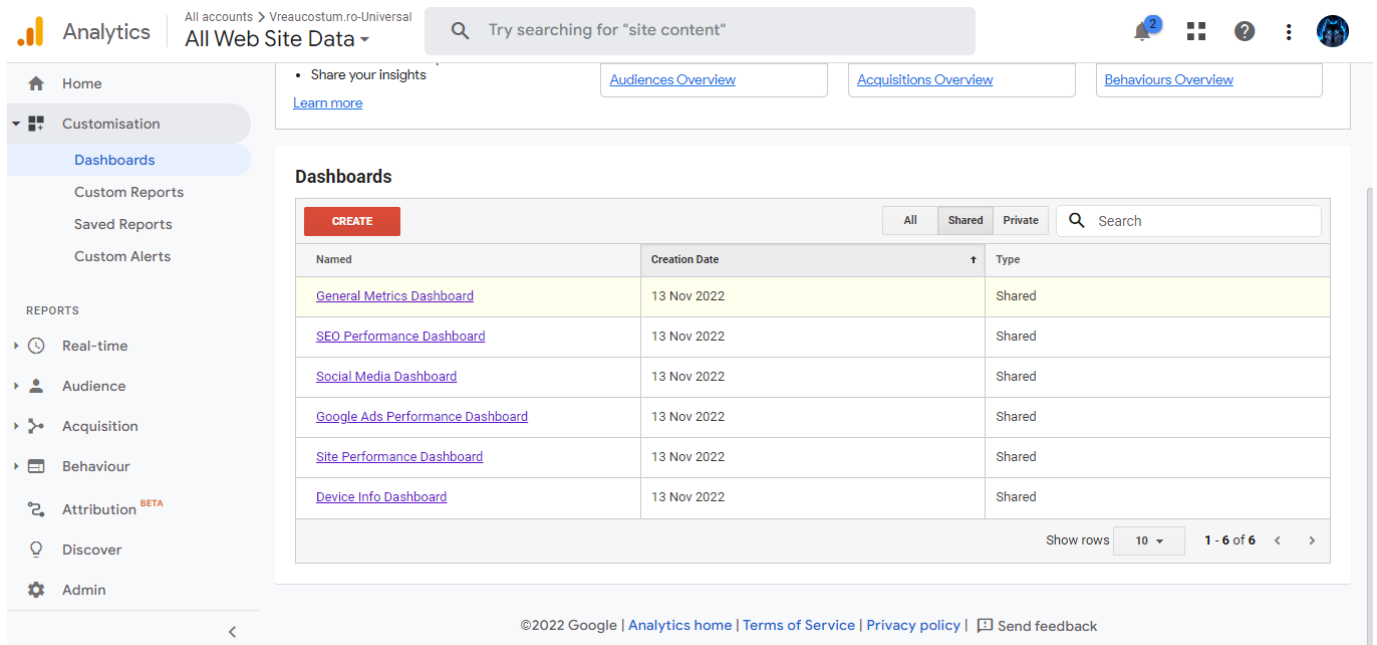
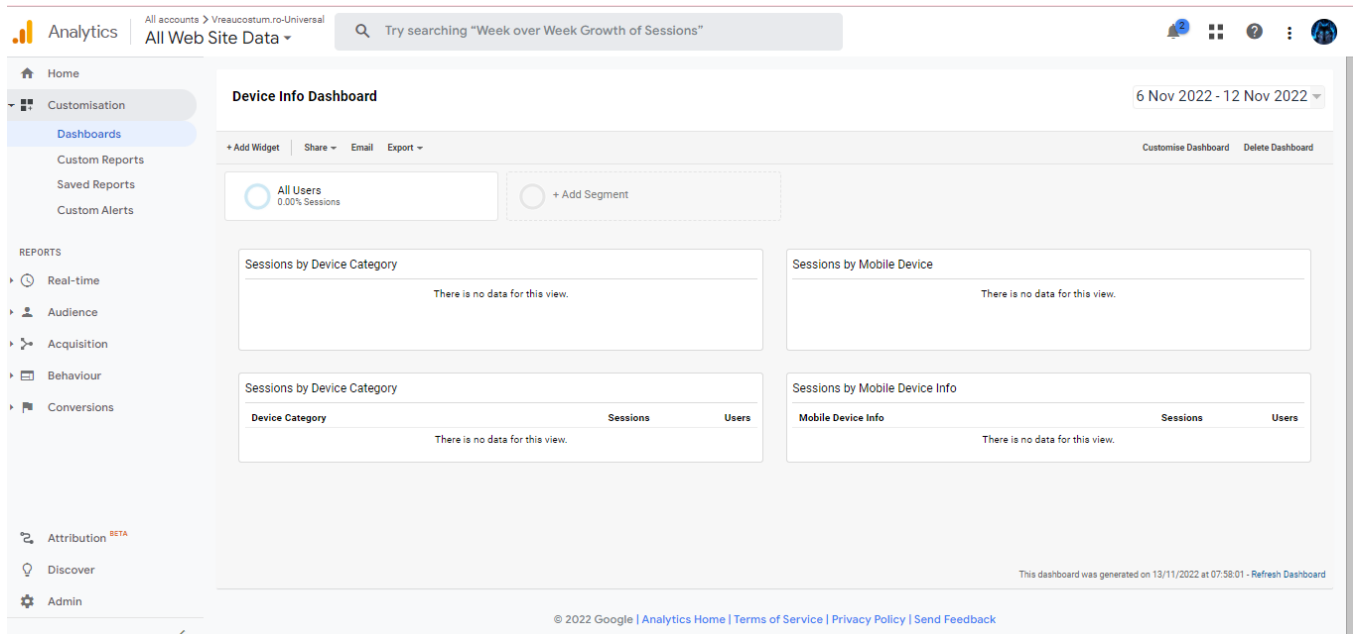
## ➤ Social Media Dashboard:



## ➤ Google Ads Performance Dashboard:



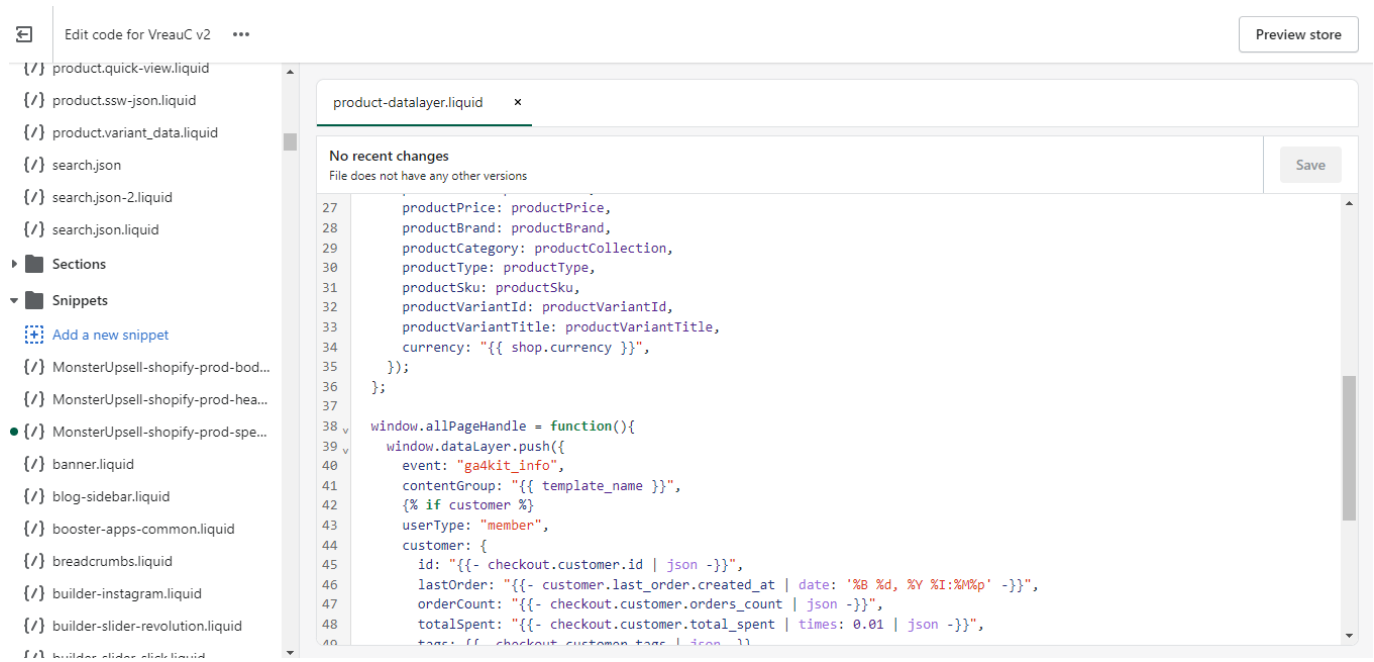
## ➤ Device Info Dashboard:



## 5 Dashboards

- **GA4 Property Setup:** Configured the GA4 property along with Ecommerce Tracking. GA4 is not yet supported by Shopify so I made

custom DataLayer and inserted that in Shopify. The DataLayer displays both **Product Level details** and Purchase level.



The screenshot shows the Shopify theme editor interface. On the left is a file explorer with a tree view containing folders for 'Sections' and 'Snippets', and various Liquid files. The main editor window is titled 'product-datalayer.liquid' and shows a code editor with the following Liquid code:

```
27     productPrice: productPrice,  
28     productBrand: productBrand,  
29     productCategory: productCollection,  
30     productType: productType,  
31     productSku: productSku,  
32     productVariantId: productVariantId,  
33     productVariantTitle: productVariantTitle,  
34     currency: "{{ shop.currency }}",  
35   });  
36 };  
37  
38 window.allPageHandle = function(){  
39   window.dataLayer.push({  
40     event: "ga4kit_info",  
41     contentGroup: "{{ template_name }}",  
42     {% if customer %}  
43     userType: "member",  
44     customer: {  
45       id: "{{- checkout.customer.id | json -}}",  
46       lastOrder: "{{- customer.last_order.created_at | date: '%B %d, %Y %I:%M%p' -}}",  
47       orderCount: "{{- checkout.customer.orders_count | json -}}",  
48       totalSpent: "{{- checkout.customer.total_spent | times: 0.01 | json -}}",  
49       tags: {{- checkout.customer.tags | json -}}
```

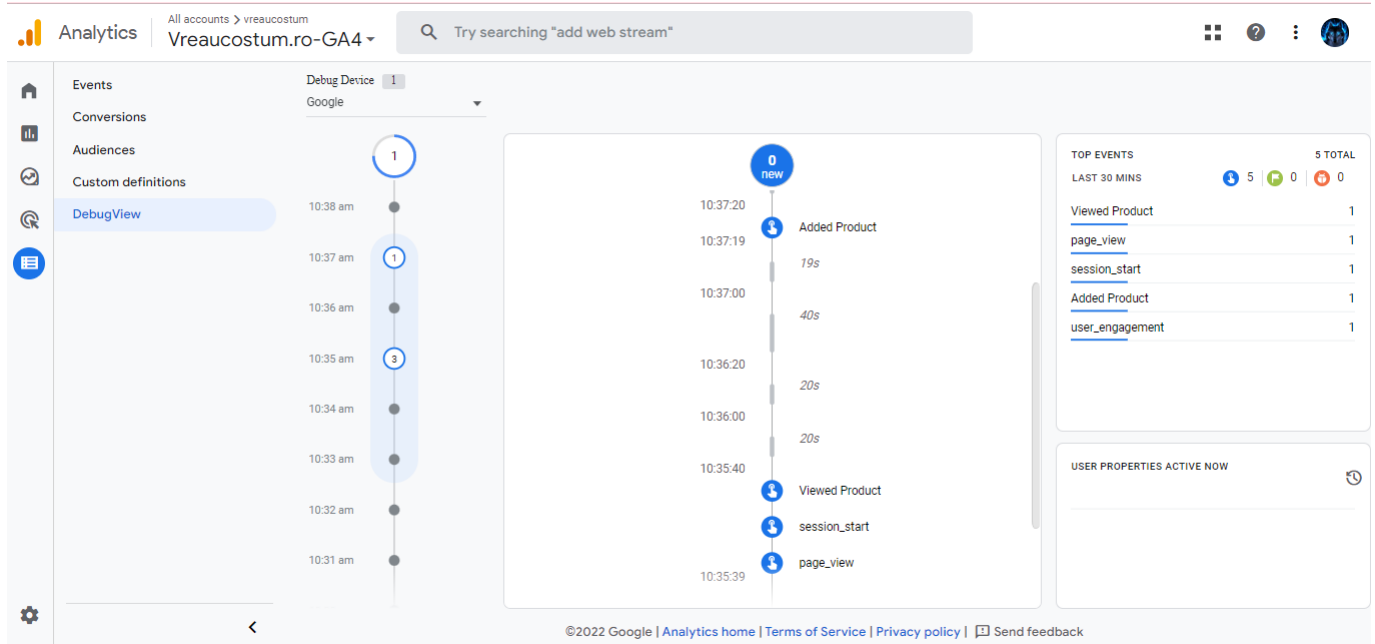
**Following Events are configured:**

- View Item
- Add to carts
- Purchase
- Product Details (Name, ID, Brand, Category, Price)

- **GA4 Testing:**

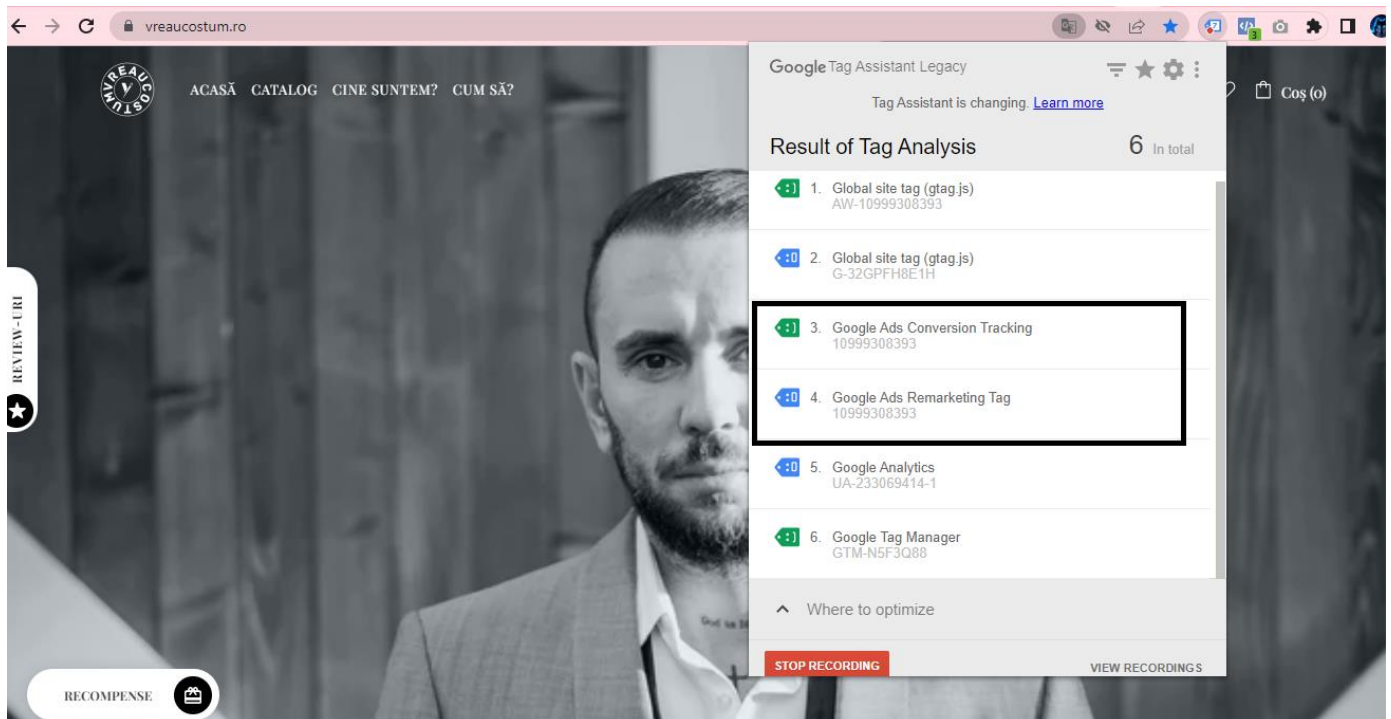
Tested events and data in real time mode of GA4 which is “Debug View”, all are working perfectly fine






## 2. Google Ads:



- **Remarketing Tags setup:** Google Ads remarketing was not working, so enabled it again and installed the remarketing tags



- **Conversion Tracking:** Configured the conversion tracking for the following Conversion Actions:
  - Website Views
  - Viewed Product
  - Add to carts
  - Purchases


NOTE: I have made a test purchase to test the purchase event and verify it in Google Ads(Used Shopify Discount for that purpose)




 It could take up to a minute for the Google Ads conversion actions table to show updated tracking statuses. 

Results of troubleshooting

This conversion action is sending data to Google Ads

 **Purchase**

Category	Conversion ID	Conversion label	Conversion value	Transaction ID
Purchase	6446653439	WxRlCP-_gIIYEOnA8Pwo	0.00 RON	#1001

1 more conversion actions 

[See more details in Tag Assistant](#)

[Close Tag Assistant](#)

You'll return to the Google Ads tab

Google Ads

Conversions

Search

Reports

Tools and settings

Refresh

Help

Notifications

914-924-2290

saneeyahh2288@gmail.com

Summary

Settings

Uploads

Value rules

Custom variables

Salesforce

Back to summary >

All conversion actions

Custom12 Nov 2022

<>

Show last 30 days

+

Y

Status: All enabled

Add filter

Segment

Columns

Expand

<input type="checkbox"/>	Conversion action	Conversion source	Tracking status	Action optimisation	Count	Click-through conversion window	Included in account-level goals	Repeat rate	All conv.
Purchases (Account-default goal)									
<input type="checkbox"/>	<div><div></div><div>Purchase</div></div>	Website	No recent conversions	Primary	Every	30 days	Yes	--	0.00
Add to basket (Account-default goal)									
<input type="checkbox"/>	<div><div></div><div>Add to basket</div></div>	Website	No recent conversions	Primary	Every	30 days	Yes	--	0.00
Other (Account-default goal)									
<input type="checkbox"/>	<div><div></div><div>Viewed Product</div></div>	Website	No recent conversions	Primary	Every	30 days	Yes	--	0.00
Page views (Account-default goal)									
<input type="checkbox"/>	<div><div></div><div>Website traffic</div></div>	Website	No recent conversions	Primary	One	30 days	Yes	--	0.00
Total: All conversion actions									0.00

## 6 All conversion Actions

- Linked Google Ads with Google Analytics:

Google Ads

Audience manager

Search

Reports

Tools and settings

Refresh

Help

Notifications

914-924-2290

saneeyahh2288@gmail.com

Audiences

Segments

Your data insights

Your data sources

Your data sources

Google Ads tag

Hits: 24 hours ⓘ

Active parameters ⓘ

Lists

0

0

0

Details

Google Analytics (GA4) and Firebase

Event count: 30 days ⓘ

GA4 properties ⓘ

Lists

9.19K

1

4

Details

Google Analytics (UA)

Import site engagement metrics, track Universal Analytics (UA) goals and transactions as conversions, and import UA remarketing audience segments

Link to Google Analytics (UA)

App analytics

Link a third-party app analytics provider or your own software development kit (SDK) to your account to see user lists and conversions for your mobile apps

Link to App analytics

- Remarketing Audiences:** Created few Remarketing Audiences which will be automatically imported to Google Ads

Analytics | All accounts > vreaucostrum | Vreaucostrum.ro-GA4

Try searching "add web stream"

Last 28 days: 16 Oct - 12 Nov 2022  
Compare: 18 Sept - 15 Oct 2022

Events  
Conversions  
**Audiences**  
Custom definitions  
DebugView

New audience

Audience name	Description	Users ?	% change	Created on ↓
Non-purchasers	Users that haven't made a purchase	< 10 Users	-	
Recently active users	Users that have been active in a recent period	< 10 Users	-	
All Users	All users	772	↑ 246.2%	28 Jun 2022
Purchasers	Users who have made a purchase	< 10 Users	-	28 Jun 2022

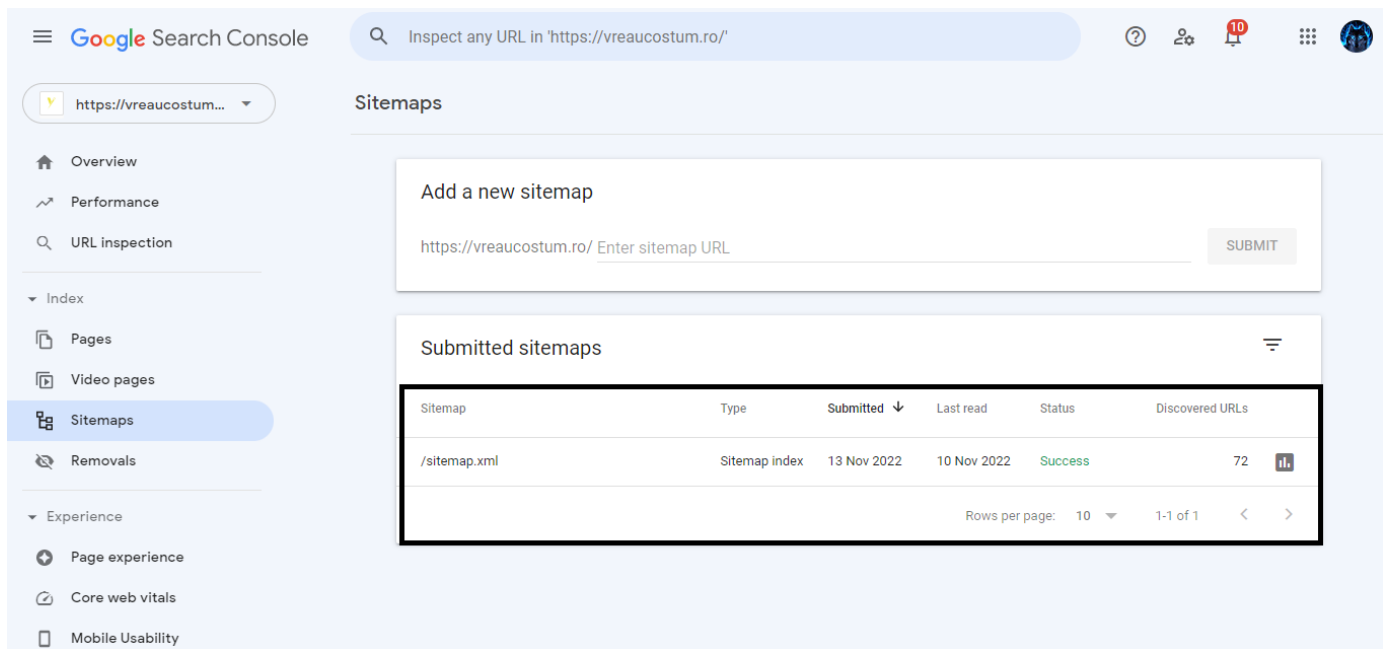
©2022 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy policy](#) | [Send feedback](#)

### 3. Google Search Console:

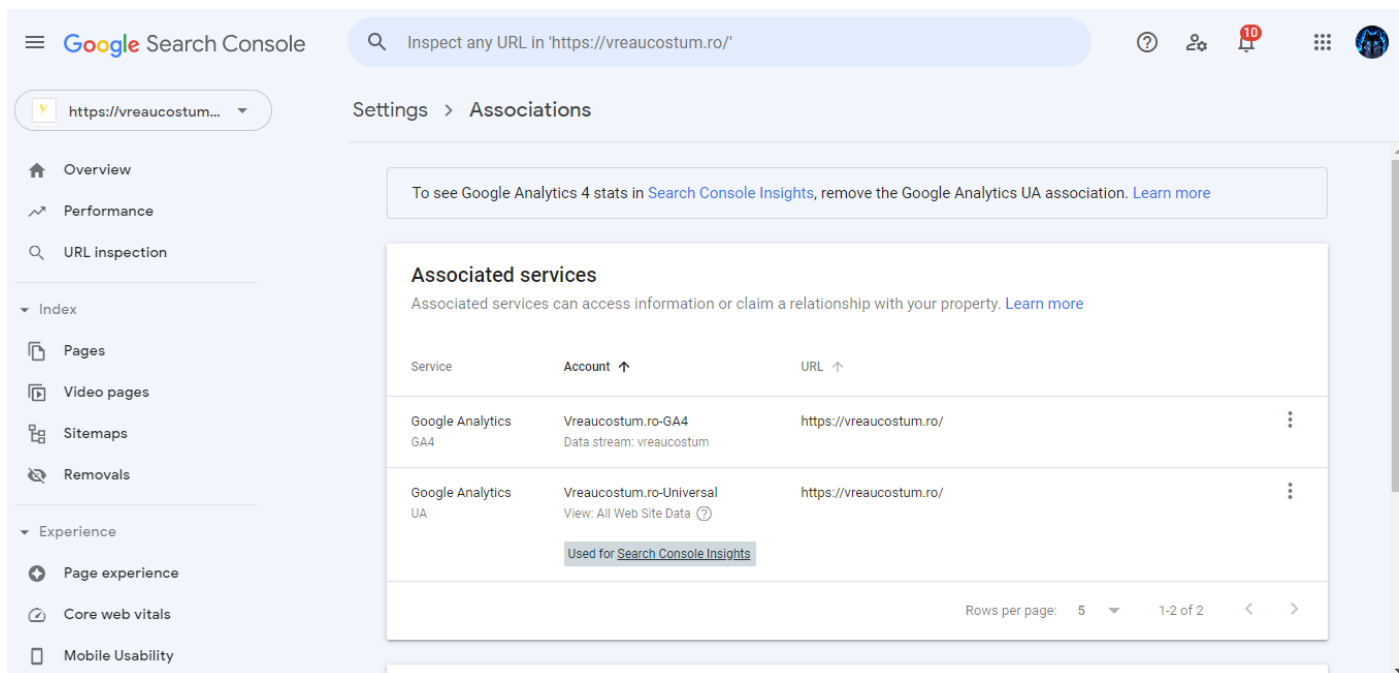
-Sitemap Submission

-RobotsTXT inclusion

-Linked Google Analytics with Search Console(Both Universal and GA4)



## 7 Sitemap Submission



## 8 GA linked with Search Console

**4. Facebook Pixel:** Facebook Pixel is configured and perfectly tracking all Ecommerce.

**Data sources**

Search by name or ID

- Ads Pixel for Shopify Facebook Ad  
ID: 1229486827620311
- vreaucostum pixel  
ID: 598269605030848

**Ads Pixel for Shopify Facebook Ad**

Overview | Test events | Diagnostics | History | Settings

Shows web events received through the Meta pixel and Conversions API.

Events	Used by	Connection method	Event match quality	Total events ↓
PageView Active		Browser • Server	OK	1.5K Last received 26 minutes ago
View content Active		Browser • Server	Good	93 Last received 1 hour ago
Add to cart Active		Browser • Server	OK	18 Last received 1 hour ago
Add payment info Active		Browser • Server	OK	2 Last received 1 hour ago
Purchase Active		Browser • Server	Good	2 Last received 1 hour ago
Initiate checkout Active		Browser • Server	OK	2 Last received 5 hours ago

- **Conversions API:** Conversions API is working along with the Browser integration so that no event is missed or deduplicated.

**Data sources**

Search by name or ID

- Ads Pixel for Shopify Facebook Ad  
ID: 1229486827620311
- vreaucostum pixel  
ID: 598269605030848

**Ads Pixel for Shopify Facebook Ad**

Overview | Test events | Diagnostics | History | Settings

All activity

Integrations (2)

- Conversions API  
Active
- Browser pixel  
Active

Manage | Close

Pixel  
1229486827620311

44 websites  
vreaucostum.ro  
+43 more

Catalogues  
Shopify Product Catalog

2 active integrations  
Manage Integrations

Search by event 0/50 | All events

Pixel/Conversions API | Aggregated event measurement

Shows web events received through the Meta pixel and Conversions API.

Events	Used by	Connection method	Event match quality	Total events ↓
				1.5K

-Domain verified in Business Manager

-IOS 14 web events configuration also enabled

**Conclusion:**

Created and setted up all the respective tracking for Google Analytics, Tag Manager, Google Ads and search console. All of the tracking is perfectly according to the best of my expertise. As the entire tracking is configured recently so it might take some time for all the insights to appear...