



Magento Google Dynamic Remarketing Tag - Installation/Set-up Guide

1. **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.
2. **Install extension:** After the successful upload of the package you have to run the commands on Magento2 root directory

“php bin/magento setup:upgrade”

“php bin/magento setup:static-content:deploy”
3. **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. Logout and login back in Admin.

4. **Configuration settings for Google Remarketing:**

Go to **Admin-> Stores->Configuration->Scommerce Configuration->Google Remarketing Tracking ->General**

- a. **Enable:** Set yes to enable the module.
- b. **License Key:** Enter the License key provided by Scommerce Mage.
- c. **Google Conversion ID:** Enter your Google Adwords account Id.
- d. **Enable tracking for other sites:** This will enable other site variables (<https://developers.google.com/adwords-remarketing-tag/parameters#other>) instead of retail site variables.
- e. **Enable dynamic remarketing tag:** Set yes to enable dynamic remarketing tag
- f. **Product Id Attribute:** Use the same id you have submitted in your Google base feed

Please contact core@scommerce-mage.co.uk for any queries.