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
• **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

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enabled</strong></td>
<td>Yes</td>
<td>Select “Yes” to enable the module</td>
</tr>
<tr>
<td><strong>License Key</strong></td>
<td>govexNXcpjGbo</td>
<td>Enter the License key for the module</td>
</tr>
<tr>
<td><strong>Container Id</strong></td>
<td>GTM-589GWF</td>
<td>Please add the Container Id</td>
</tr>
<tr>
<td><strong>Enhanced Ecommerce</strong></td>
<td>Yes</td>
<td>Select “Yes” to enable the Enhanced Ecommerce</td>
</tr>
<tr>
<td><strong>Brand Attribute</strong></td>
<td>name</td>
<td>Please select the Brand Attribute</td>
</tr>
<tr>
<td><strong>Brand text box</strong></td>
<td></td>
<td>Please add the Brand text box</td>
</tr>
<tr>
<td><strong>Base</strong></td>
<td>No</td>
<td>Select “Yes” for Send Phone or Admin Orders</td>
</tr>
<tr>
<td><strong>Send Phone or Admin Orders</strong></td>
<td>No</td>
<td>Select “Yes” for the Dynamic Remarketing tags</td>
</tr>
<tr>
<td><strong>Enable dynamic remarketing tags</strong></td>
<td>Yes</td>
<td>Please select the Product Id Attribute</td>
</tr>
<tr>
<td><strong>Product ID Attribute</strong></td>
<td>sku</td>
<td>Select “Yes” to enable the Google Optimize</td>
</tr>
<tr>
<td><strong>Enable Google Optimize</strong></td>
<td>No</td>
<td>Select “Yes” to Enable GDPR Cookie Check</td>
</tr>
<tr>
<td><strong>Enable GDPR cookie check</strong></td>
<td>No</td>
<td>Select “Yes” for Order Total Include VAT</td>
</tr>
<tr>
<td><strong>Order Total Include VAT</strong></td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>
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

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.
  
  o **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.
  
  o **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.

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.
• **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.

![currencyCode](image)

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.
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.

8. Click Submit.
8. 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.removeCookie("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.
Please contact core@scommerce-mage.com for any queries.