



## Magento 2 Google Universal Analytics Enhanced E-commerce Tracking - 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 Universal Tracking:**

Go to Admin->Stores->Configuration->Scommerce Configuration->Google Universal Analytics

### General

- a. **Enable:** Set yes to enable the module.
- b. **License Key:** Enter the License key provided by Scommerce Mage.
- c. **Account Id:** Enter your Google account Id.
- d. **Anonymize Ip:** Sets the parameter anonymizeIp in tracking. If set to yes, tells Google Analytics to anonymize the information sent by the

- tracker objects by removing the last octet of the IP address prior to its storage.
- e. **Display Feature:** Enable/Disable the display feature plugin. For more information [click here](#).
  - f. **Enable User Id:** Enable/Disable User Id feature. Make sure this feature is enabled in Google Analytics first before enabling in Magento. For more information [click here](#)
  - g. **Domain Auto:** Enable/Disable to show 'auto' as domain name, when turned off, it shows the domain name itself
  - h. **Linker Enable:** Enable/Disable the linker plugin to link cross domains. For more information [click here](#).
  - i. **Domains to Link:** Add domain names or regular express for example 'destination.com', 'dest3.com' or /^example\.(com|de|nl)\$/ For more information [click here](#).
  - j. **E-commerce Enabled:** Enable/Disable the ecommerce plugin. For more information [click here](#).
  - k. **Link Two GA Accounts Enabled:** Enable/Disable the link between two GA accounts. All the information collected by google on primary Account Id will be passed to Linked Account Id.
  - l. **Linked Account Id:** Enter your Linked Google account Id or primary account ID.
  - m. **Linked Account Name:** Enter the tracker name of the Linked Google account ID.
  - n. **Enable Add to Basket:** Set 'Yes' if you have AJAX add to basket enabled on your website.

### Enhanced Ecommerce

- a. **Enable:** Set yes to enable enhanced ecommerce tracking.
- b. **Steps :** You can select multiple steps here, these steps correspond to Magento onepage standard checkout steps. Also make sure you add these same steps in Google Analytics under Ecommerce settings by turning Enhanced E-commerce on.

#### *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 E-commerce Settings*, set the status to **ON**. When you turn this option on:
  - You can then see the Enhanced E-commerce reports in the *Conversions* section
  - The other, 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 screenshot below for reference

### Ecommerce set-up

Enable Ecommerce [Edit](#)

Status: ON  
Related Products: OFF

2 Enhanced Ecommerce Settings

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 & Shipping Method

2. Payment Method

+ Add funnel step

8. Click **Submit**.
- c. **Brand Attribute:** You can select product attribute which you can use to set your brand names. This will be passed to Google for further reporting
  - d. **Brand Text Box:** You can also pass hard coded brand name using this configuration setting
  - e. **Send Transactional Data Offline:** Set yes to send data on order creation only. This feature could be useful if your payment gateway show their own success page instead of Magento order confirmation page.
  - f. **Send Transactional Data Only On Invoice Creation:** Set yes to send data on invoice creation only. This feature could be useful if you take either payment on dispatch or your payment gateway show their own success page instead of Magento order confirmation page.
  - g. **Send Phone or Admin Orders:** Enable this feature only if you want to send admin or phone orders on order creation.
  - h. **Source:** You can add your source here to pass this to Google for admin orders.
  - i. **Medium:** You can add your source here to pass this to Google for admin orders.
  - j. **Send Product Impression On Scroll:** Enable this feature when you have loads of products on product listing / category pages.
  - k. **Product item class on category page:** Make sure this product class item heirarchy is as unique as possible for example for luma theme you can use **div.products ol.product-items li.product-item**
  - l. **Debugging:** Set yes to generate **GA.log** in var/log directory to log all transactional data which we send to Google using measurement protocol.

**N.B – You must enable enhanced e-commerce in Google Analytics before enabling the above settings in your Magento store.**

Please contact [core@scommerce-mage.co.uk](mailto:core@scommerce-mage.co.uk) for any queries.