

# Installation and User Guide for

**Magento 2 Google Tag Manager Pro Tracking Extension**

**Table of Contents**

[1. Installation 3](#_Toc36241076)

[ Upload Package 3](#_Toc36241077)

[ Install Extension 3](#_Toc36241078)

[2. Configuration Settings for Google Tag Manager Pro 3](#_Toc36241079)

[ General Settings 3](#_Toc36241080)

[3. JSONs provided with extension package 6](#_Toc36241081)

[ Enhanced Ecommerce Universal Analytics 6](#_Toc36241084)

[ Facebook Pixel 6](#_Toc36241085)

[ Adwords Dynamic Remarketing 6](#_Toc36241086)

[4. Importing JSONs into GTM 6](#_Toc36241087)

[5. Setting variable information in GTM 9](#_Toc36241088)

[6. Publishing Tags in GTM 13](#_Toc36241089)

[7. Set up Enhanced Ecommerce in Google Analytics 14](#_Toc36241090)

[8. Back-end / Admin Tracking 15](#_Toc36241091)

# Installation

* 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.
* Install Extension:After the successful upload of the package, run below commands on Magento 2 root directory.

**composer require scommerce/core**

**php bin/magento setup:upgrade**

**php bin/magento setup:di:compile**

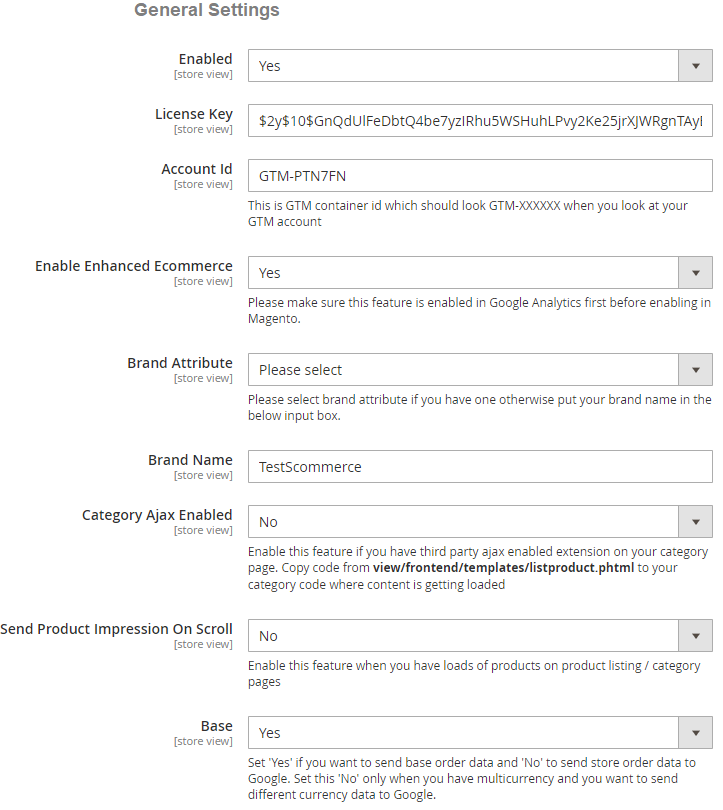
**php bin/magento setup:static-content:deploy**

# Configuration Settings for Google Tag Manager Pro

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

### **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](mailto:core@scommerce-mage.com)
* **Account Id –** Enter your Google Tag Manager Account Id.
* **Enable Enhanced Ecommerce –** Set “Yes” to enable the enhanced ecommerce.
* **Brand Attribute –** Select brand attribute to send brand information to Google Analytics.
* **Brand Name –** Add the brand name.
* **Category Ajax Enabled –** Enable this feature if you have third party ajax enabled extension on your category page.
* **Send Product Impression on Scroll -** Enable this feature when you have loads of products on product listing / category pages.
* **Base –** Set “Yes” if you want to send base order data and “No” to send store order data to Google.
* **Enable dynamic remarketing tags –** Set “Yes” if you want to enable google dynamic remarketing tags to used for GTM.
* **Enable tracking for other sites -**
* **Product ID Attribute –** Select the attribute which you have submitted in your Google base feed. For e.g. SKU
* **Ajax Add to Basket Enabled –** Set “Yes” if you have AJAX add to basket enabled on your website.
* **Enable GDPR Cookie Check –** Select "Yes" or "No" to enable/disable GDPR Cookie Check
* **Send Admin Orders to Google –** Select "Yes" to send admin orders to Google.
* **Source –** Add source you want to pass to Google for admin orders**.**
* **Medium –** Add medium you want to pass to Google for admin orders**.**

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Select “Yes” to enable the module

Enter the License key for the module

Please add the Account Id

Select “Yes” to enable the Enhanced Ecommerce

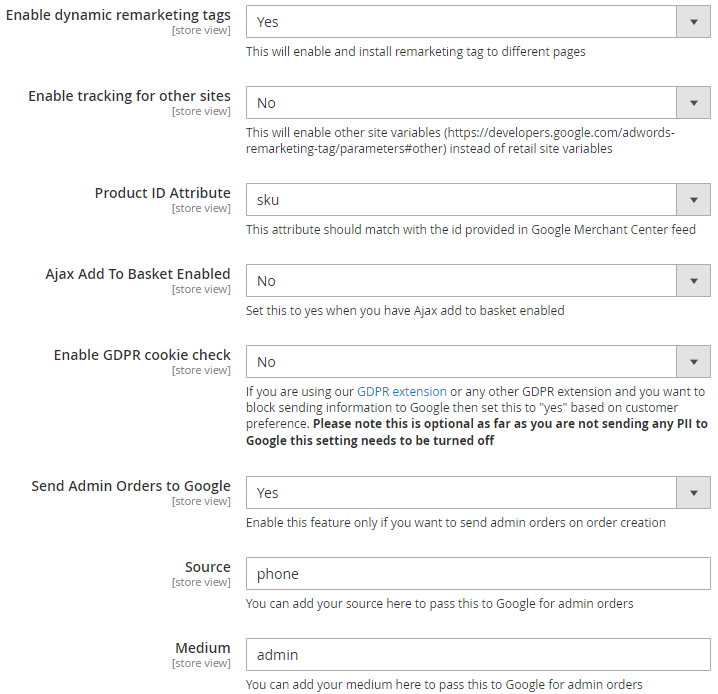
Please select the Brand Attribute

Please add the Brand Name

Select “Yes” to enable the Category Ajax

Select “Yes” to send Product Impression Scroll

Select “Yes” to enable the Base

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Select “Yes” to enable the Dynamic Remarketing Tags

Select “Yes” to enable tracking for other sites

Please add the Product ID Attribute

Select “Yes” to enable the Ajax Add to Basket

Select “Yes” to enable the GDPR Cookie check

Select “Yes” to Send Admin Orders to Google

Please add the Source

Please add the Medium

# 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

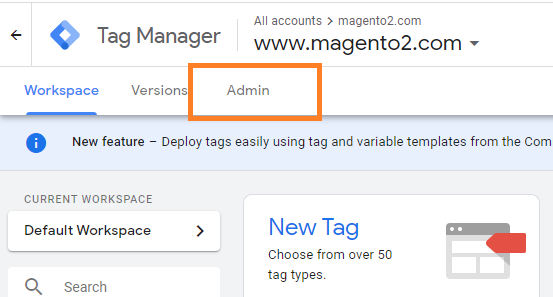
# Facebook Pixel

# Adwords Dynamic Remarketing

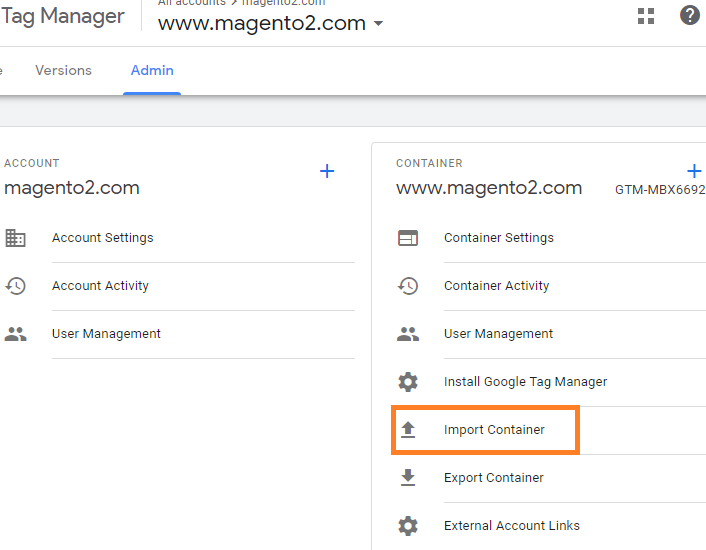
# Importing JSONs into GTM

To import JSONS provided with extension package follow below steps:

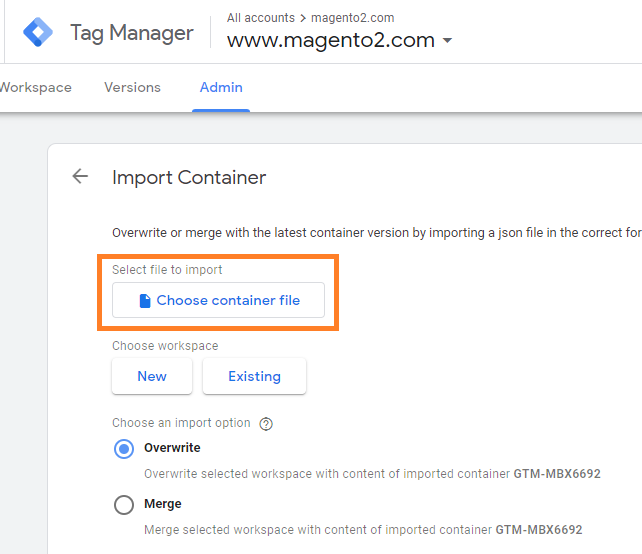
1. Log into GTM and navigate to your Account and container
2. In the top navigation, click through the Admin



1. Under the container options, click on Import Container



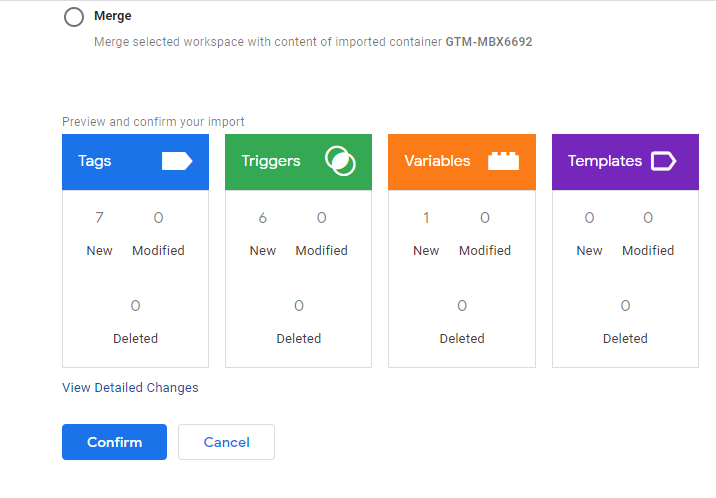
1. Choose the JSON file which you would like to import



1. 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.

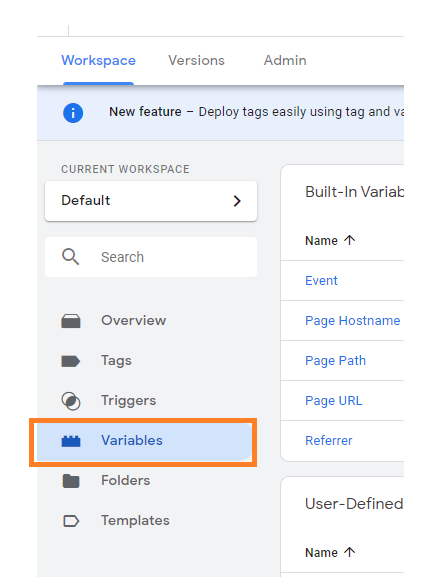
1. Click Continue. You’ll see a preview of changes, showing how many tags, triggers, and variables will be added, modified, or deleted. You can also click the link to View Detailed Changes to see which tags, triggers, and variables are being added, modified, or deleted.



1. Once you’re satisfied with the changes, click *Confirm*.

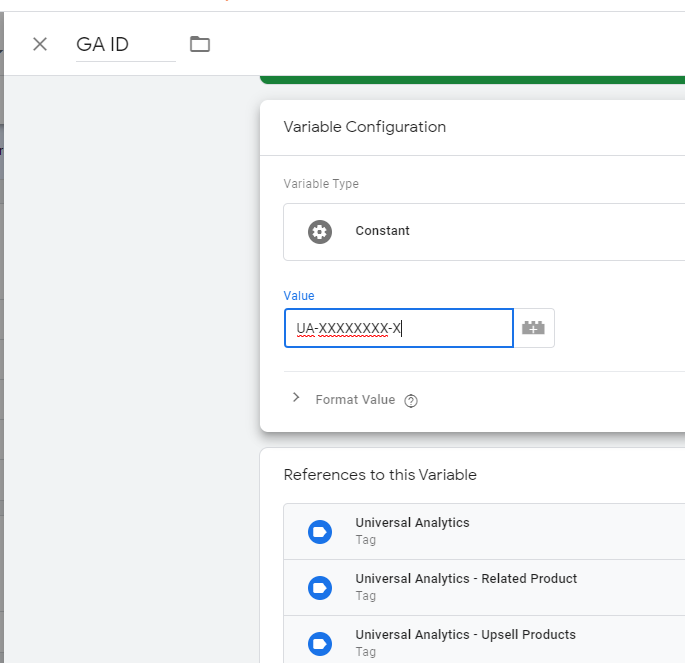
# Setting variable information in GTM

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.

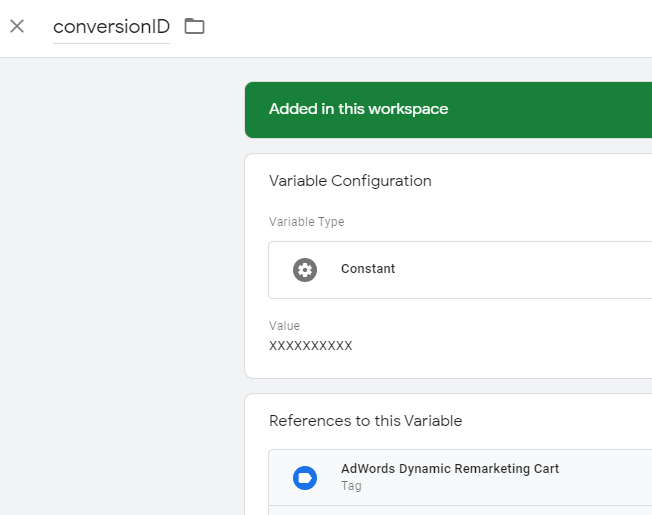


**Variables Created with JSON’s**

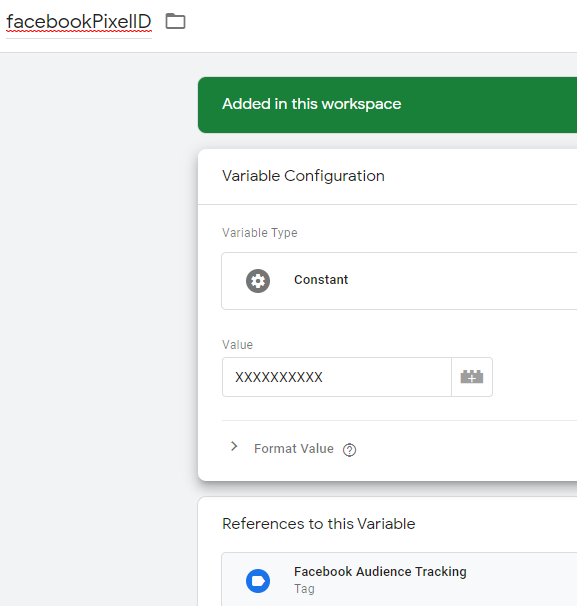
* **GA ID –** This variable is created when GTM-UniversalAnalytics.json is imported and it holds value for Google Analytics Id for the site. Click on the GA ID and change it to correct value.



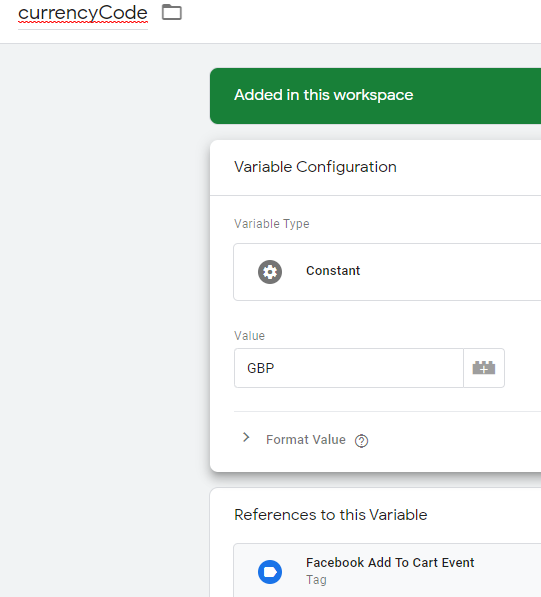
* **conversionID -** This variable is created when GTM-AdwordsDynamicRemarketing.json is imported and it holds value for Google Adwords Conversion Id for the site. Click on the conversionID and change it to correct value.



* **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.

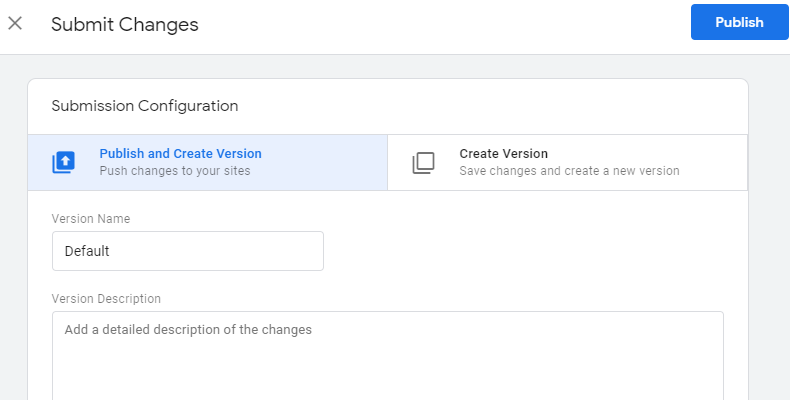


# Publishing Tags in GTM

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 5 − Click PUBLISH and you will be presented with a summary for this version.

# Set up Enhanced Ecommerce in Google Analytics

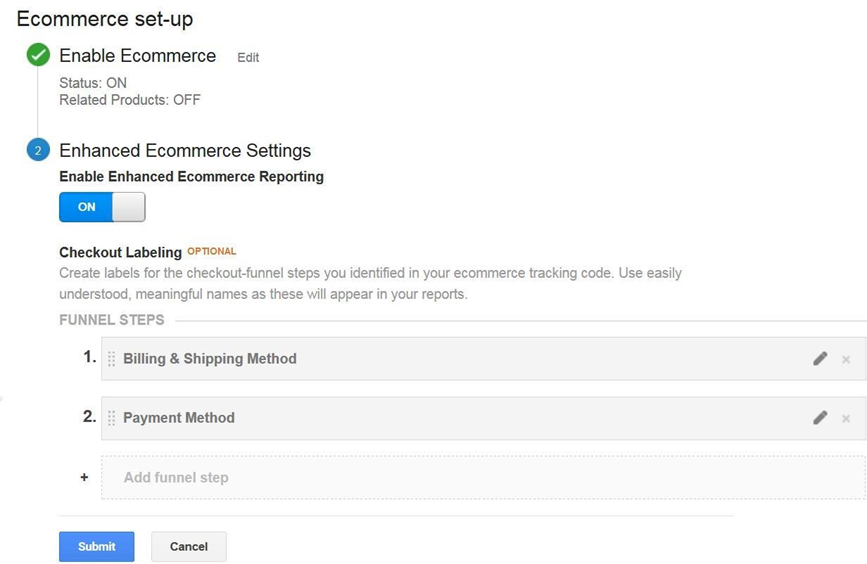
**To turn on Enhanced E-commerce for a view, and label your checkout steps:**

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.

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



1. Click Submit.

# Back-end / Admin Tracking - It tracks orders placed from Admin > Sales > Orders > Create New Order.

**A screenshot of a computer

Description automatically generated**

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