Installation and User Guide for
Magento 2 Google Tag Manager Pro Tracking Extension

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1. 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

2. 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
    - **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.

General Settings

Enabled
[store view]

Yes

> Select "Yes" to enable the module

License Key
[store view]

$2y$10$GnQdUlFeDbtQ4be7yzIRhu5WSHuhLPvy2Ke25jrXJWRgnTAyI

> Enter the License key for the module

Account Id
[store view]

GTM-PTN7FN

> Please add the Account Id

This is GTM container id which should look GTM-XXXXXX when you look at your GTM account

Enable Enhanced Ecommerce
[store view]

Yes

> Select "Yes" to enable the Enhanced Ecommerce

Please make sure this feature is enabled in Google Analytics first before enabling in Magento.

Brand Attribute
[store view]

Please select

> Please select the Brand Attribute

Please select brand attribute if you have one otherwise put your brand name in the below input box.

Brand Name
[store view]

TestScommerce

> Please add the Brand Name

Category Ajax Enabled
[store view]

No

> Select "Yes" to enable the Category Ajax

Enable this feature if you have third party ajax enabled extension on your category page. Copy code from **view/frontend/templates/listproduct.phtml** to your category code where content is getting loaded

Send Product Impression On Scroll
[store view]

No

> Select "Yes" to send Product Impression Scroll

Enable this feature when you have loads of products on product listing / category pages

Base
[store view]

Yes

> Select "Yes" to enable the Base

Set 'Yes' if you want to send base order data and 'No' to send store order data to Google. Set this 'No' only when you have multicurrency and you want to send different currency data to Google.

Enable dynamic remarketing tags
[store view]

Yes ▼

This will enable and install remarketing tag to different pages

> Select "Yes" to enable the Dynamic Remarketing Tags

Enable tracking for other sites
[store view]

No ▼

This will enable other site variables (https://developers.google.com/adwords-remarketing-tag/parameters#other) instead of retail site variables

> Select "Yes" to enable tracking for other sites

Product ID Attribute
[store view]

sku ▼

This attribute should match with the id provided in Google Merchant Center feed

> Please add the Product ID Attribute

Ajax Add To Basket Enabled
[store view]

No ▼

Set this to yes when you have Ajax add to basket enabled

> Select "Yes" to enable the Ajax Add to Basket

Enable GDPR cookie check
[store view]

No ▼

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**

> Select "Yes" to enable the GDPR Cookie check

Send Admin Orders to Google
[store view]

Yes ▼

Enable this feature only if you want to send admin orders on order creation

> Select "Yes" to Send Admin Orders to Google

Source
[store view]

phone

You can add your source here to pass this to Google for admin orders

> Please add the Source

Medium
[store view]

admin

You can add your medium here to pass this to Google for admin orders

> Please add the Medium

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## 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
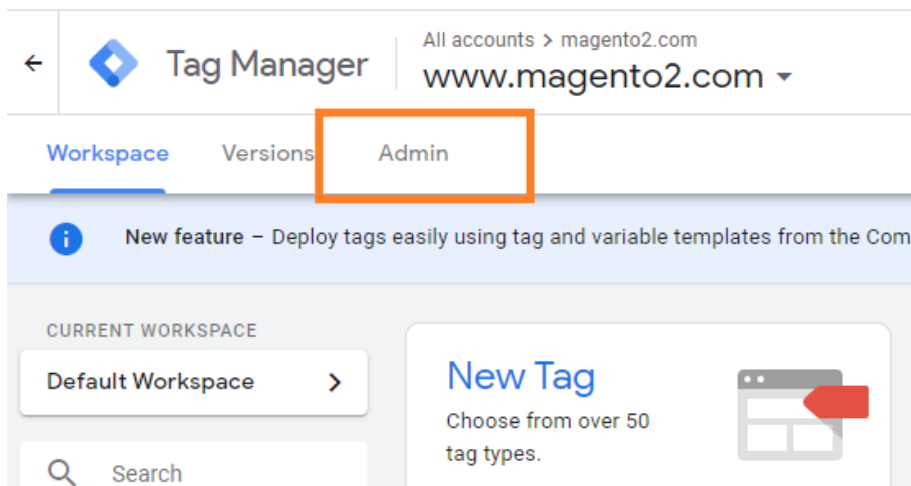
3. Under the container options, click on Import Container

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.
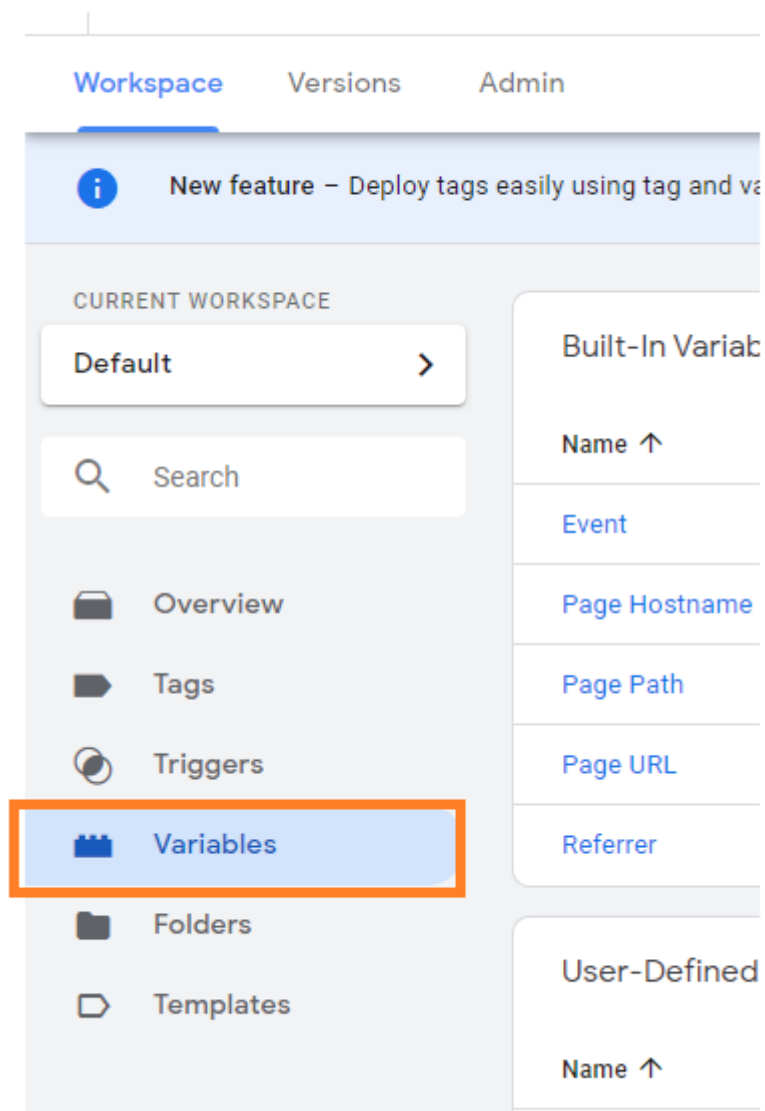
Variables Created with JSON's

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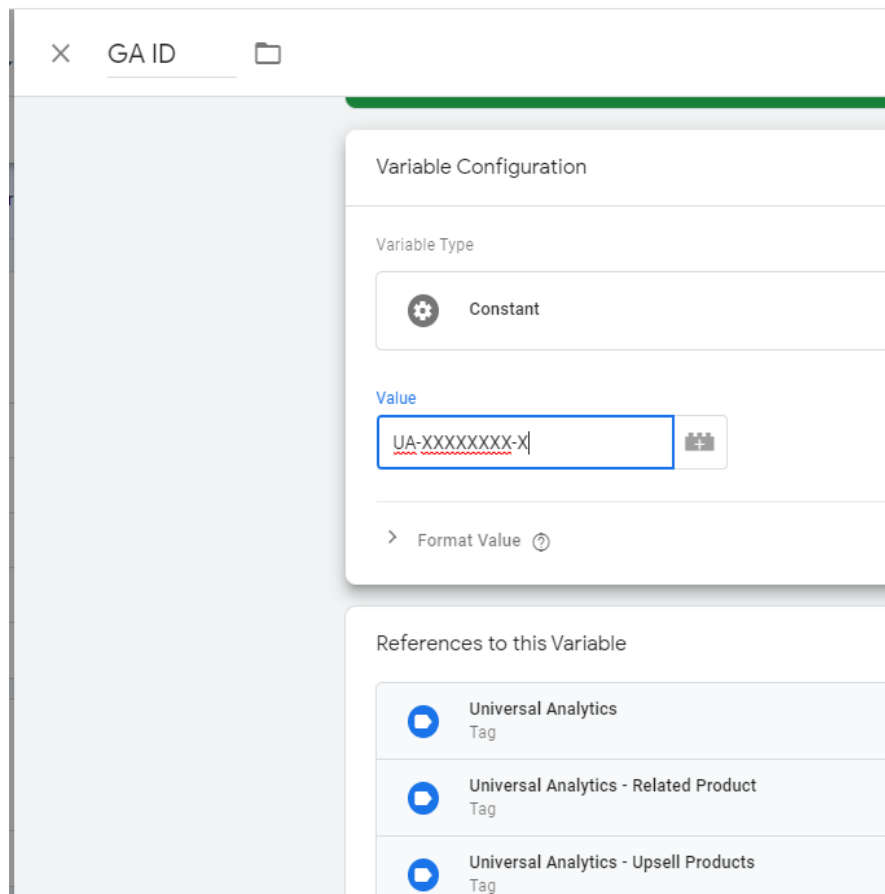
- **conversionID -** This variable is created when GTM-AdwordsDynamicRemarketing.json is imported and it holds value for Google Adwords Conversion Id for the site. Click on the conversionID and change it to correct value.

- **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.
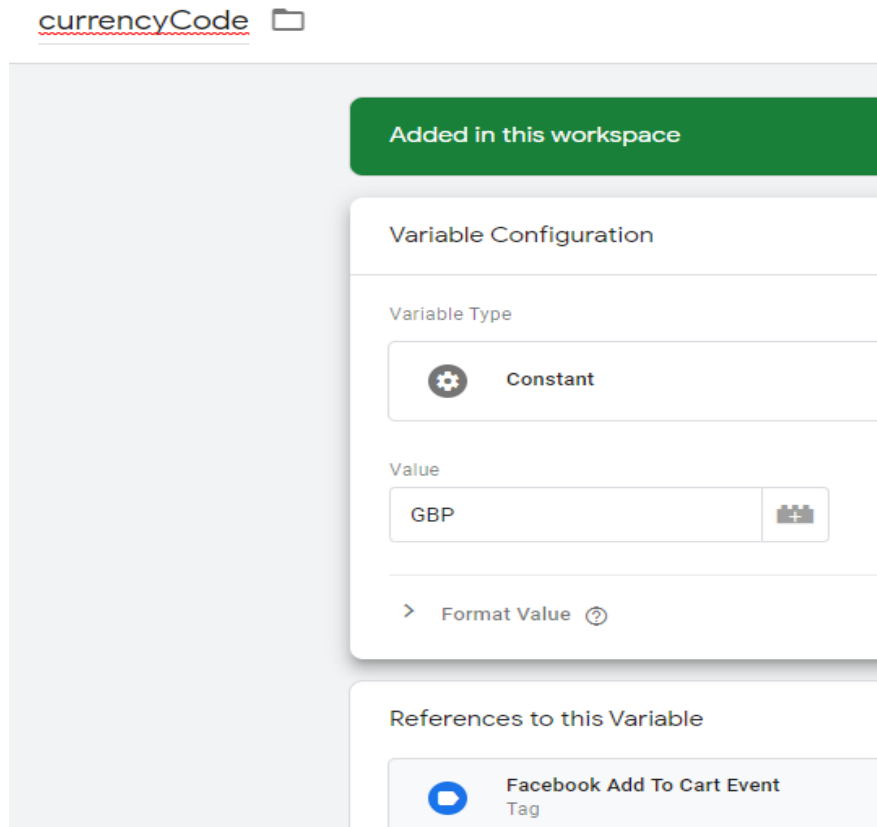
6. Publishing Tags in GTM

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

Please contact core@scommerce-mage.com for any queries.