

# Google Tag Manager with Enhanced Ecommerce



Included 151 predefined tracking codes already configured and tested (Tags, Triggers and Variables)

**3 EASY STEPS to implements Google Tag Manager features:**



1. Install the module on your shop.
2. Create a Google Tag Manager account then add the account ID into the module configuration page in the „GoogleTagManager ID” field. Confirm your modifications by Saving it.
3. From the module configuration page export the „GoogleTagManager data file (.json)” from the module's HELP DOCUMENT section , then import this .JSON file into your default Workspace inside the TagManager account. If you have already tags defined, you will have the option to merge or overwrite the new ones with the existing ones.

## Definition

[public\_html] - the main folder where the website is installed.

[admin] - the website admin folder located into the main folder.

[shop\_url] - your shop url ex: <http://www.myshop.com/>

## Info

- the module can be installed from the website's back office.
- in some situations the module needs permissions 777 or 755 to be installed properly.

## Copying Files

- unzip the module archive file and copy the folder phgoogletagmanager on the website folder [public\_html]/modules/
- If necessary add permissions 777 or 755 to the folder [public\_html]/modules/phgoogletagmanager/

## Prestashop Installation

- the module is located on the Modules page into the „Analytics and Stats” section.
- find the module by the name „**Google Tag Manager v\*.\*. - by PrestaChamps**” and then press the **Install** button.



## Module Configuration

- After installation the module can be accessed by clicking on the **Configure** button.



# 1. HELP DOCUMENT Box

## 1.1. Export Tag Manager settings

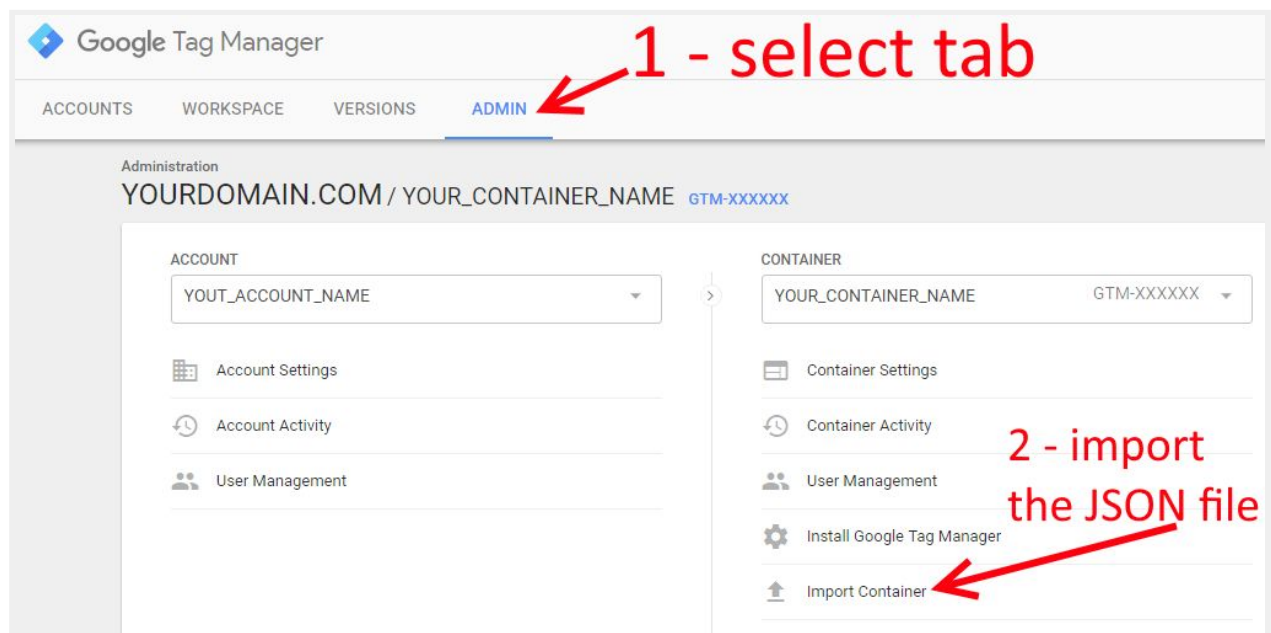
From here you will export(download) the Gogle TagManager .JSON file that contains all the settings of the TagManager (tags, triggers, variables). This file will be saved as **sample\_TGM\_export.json.php**

## 1.2. Import predefined tags

Importing the settings into GoogleTag Manager:

- Go to your site's GoogleTagManager Account

1. Select the **ADMIN** Tab , then click on **Import Container**



2. on the **Import Container** page click on the **CHOOSE CONTAINER FILE** then select the previously saved **sample\_TGM\_export.json.php**.

- At the **Choose workspace** select **EXISTING** if you have already a workspace created in your Google TagManager container. For this option select the **Default Workspace**

- If you don't have any container then select **NEW**
- for option **Choose an import option** by selecting **OVERWRITE** will delete your existing tags, triggers and variables when importing the settings from the provided .JSON file. If you want to keep your existing tags, triggers and variables and add the tags provided in the sample JSON file, you should select the **Merge** option.
- finish the import by clicking on the **Confirm** button

**Import Container**

Overwrite or merge with the latest container version by importing a json file in the correct format.

Select file to import

**SAMPLE\_TGM\_EXPORT.JSON.PHP**

Choose workspace

**NEW** **EXISTING**

Choose an import option ?

☒ **Overwrite** Selecting OVERWRITE will delete your existing tags, triggers and variables when importing the settings from the provided .JSON file  
Overwrite selected workspace with content of imported container GTM-XXXXXX

☐ **Merge** Selecting MERGE will keep your existing tags, triggers and variables when importing the settings file  
Merge selected workspace with content of imported container GTM-XXXXXX

3. To activate the imported tags, you have to **Submit** the changes of the container by clicking the **Submit** button in top right of the recently imported container.

**Publish the container** GTM-XXXXXX Workspace Changes: XXX **PREVIEW** **SUBMIT**

- then **Publish** it from the next window, having the option to add a **Name** and a **description** for the changes you have done/imported.

**Submit Changes** **Then Publish it** **PUBLISH**

**Submission Configuration**

☒ **Publish and Create Version**  
Push changes to your sites

☐ **Create Version**  
Save changes and create a new version

Version Name

Version Description

## 1.3. Adding the **Hook** for your theme

If your prestashop Theme is not v1.7 then probably you will have to add this hook into your theme's **Header.tpl** file for the module to work correctly. (Prestashop 1.7 compatible themes have already this hook implemented)

In order to do this open your hosting's File Manager , navigate to your folder, usually /home/USERNAME/public\_html/themes/YOURTHEMENAME and from this folder edit the „**header.tpl**” file.

- In the file search for line containing the string „<**body**”, in this line(or lower ) find the BODY TAG's closing „>” character. After this character you have to insert(paste) the hook exactly like it is on the HELP DOCUMENT Box: **{hook h='displayAfterBodyOpeningTag'}**

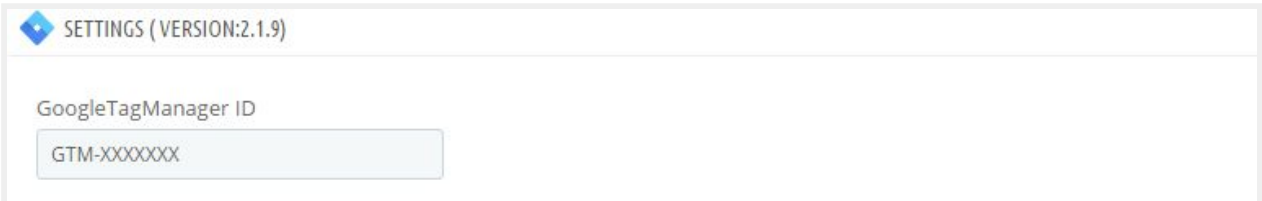
## 2. SETTINGS Box

### 2.1. Save the **Google Tag Manager ID**

Set the Google Tag Manager Id and paste the ID from your Google Tag Manager account. The Container ID is displayed on the **ADMIN tab and on the WORKSPACE** tab in top right part of the screen or on the **ACCOUNTS** listing for your site in the format: **GTM-XXXXXX** .

### 2.2. Save the **ShopName**

Set the ShopName text. This will be used by the TagManager in those tracking scripts where the shop's name is required to be sent for tracking.



SETTINGS (VERSION:2.1.9)

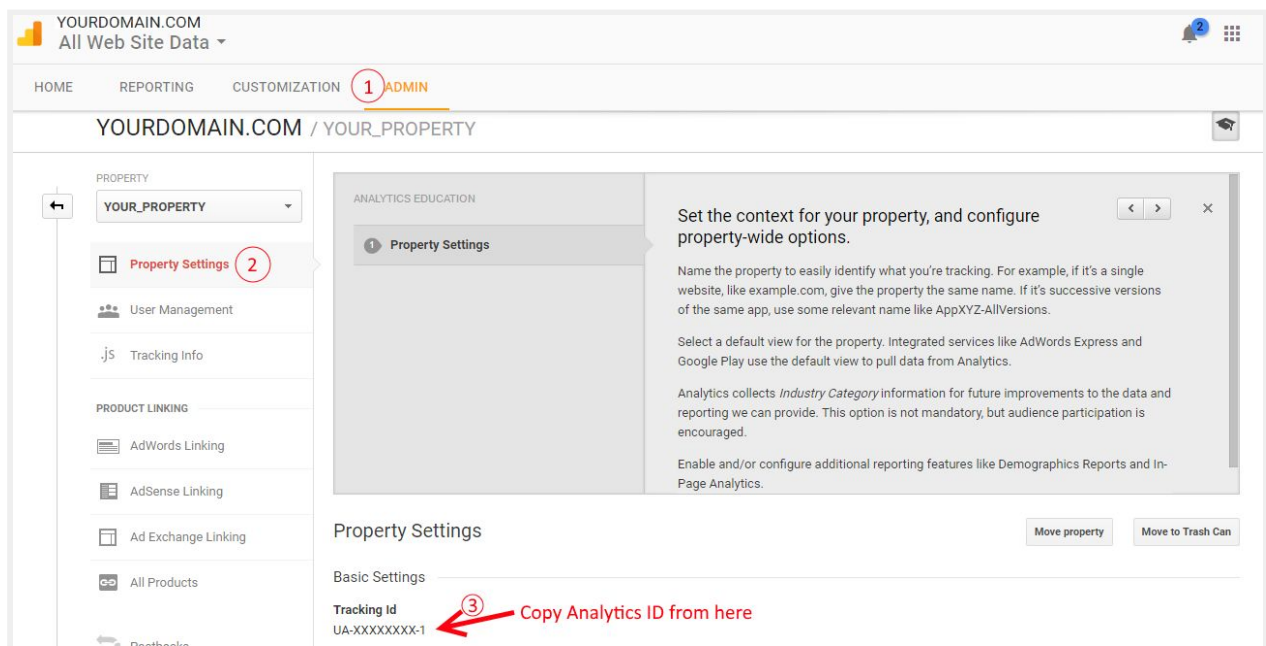
GoogleTagManager ID

GTM-XXXXXX

### 3. GOOGLE ANALYTICS SETTINGS

#### 3.1. Get your analytics Tracking ID

Open in your Google Analytics account the **ADMIN** page, select **Property Settings** and copy the **ID** from the section: **Tracking Id**



#### 3.2. Enable Enhanced Ecommerce

On the same page **enable** the **enhanced Ecommerce** option to **activate** the measurement of user interactions with products on your website across the user's shopping experience, including: product impressions, product clicks, viewing product details, adding a product to a shopping cart, removing the product from cart, initiating the checkout process, transactions.

### 3.3. Enable **Enhanced UserID Tracking** in the module

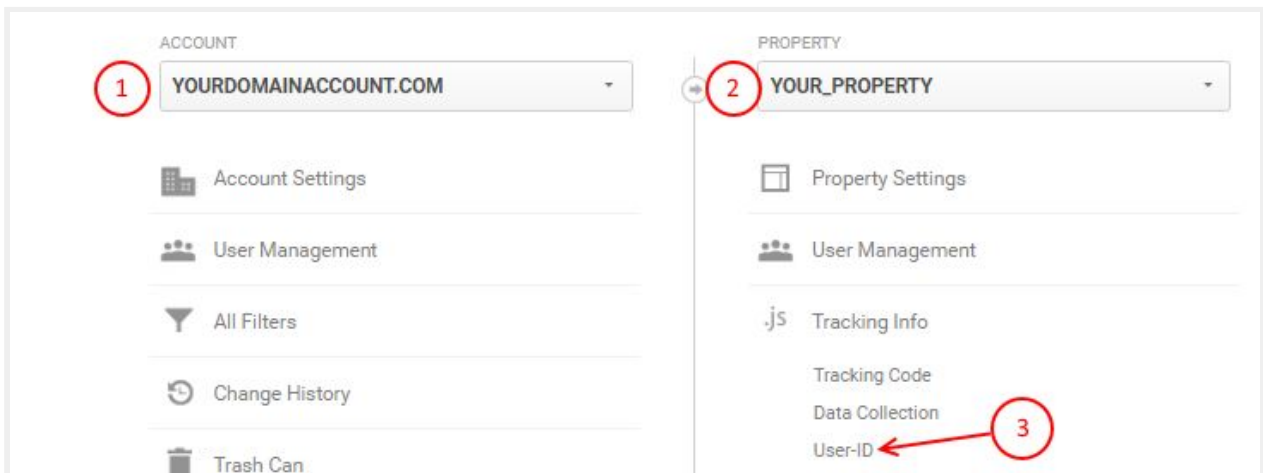
In order for Google Analytics to determine that two distinct hits belong to the same user please **Enable Enhanced UID Tracking**. It will generate a unique identifier, associated with a particular user. This identifier will be used to more accurately identify a user **across all the devices** they use to access your site.



The screenshot shows the 'GOOGLE ANALYTICS SETTINGS' module. It features a text input field for 'Google Analytics UA-CODE' containing 'UA-XXXXXX-1'. Below this are two toggle switches: 'Enable Enhanced Ecommerce' and 'Enable Enhanced UID Tracking'. Both switches are currently set to 'YES'.

### 3.4. Enabling **UserId** in Google Analytics account

In the **ADMIN** of your Google Analytics account, under your Property -> Tracking Info , open the **User-ID** page

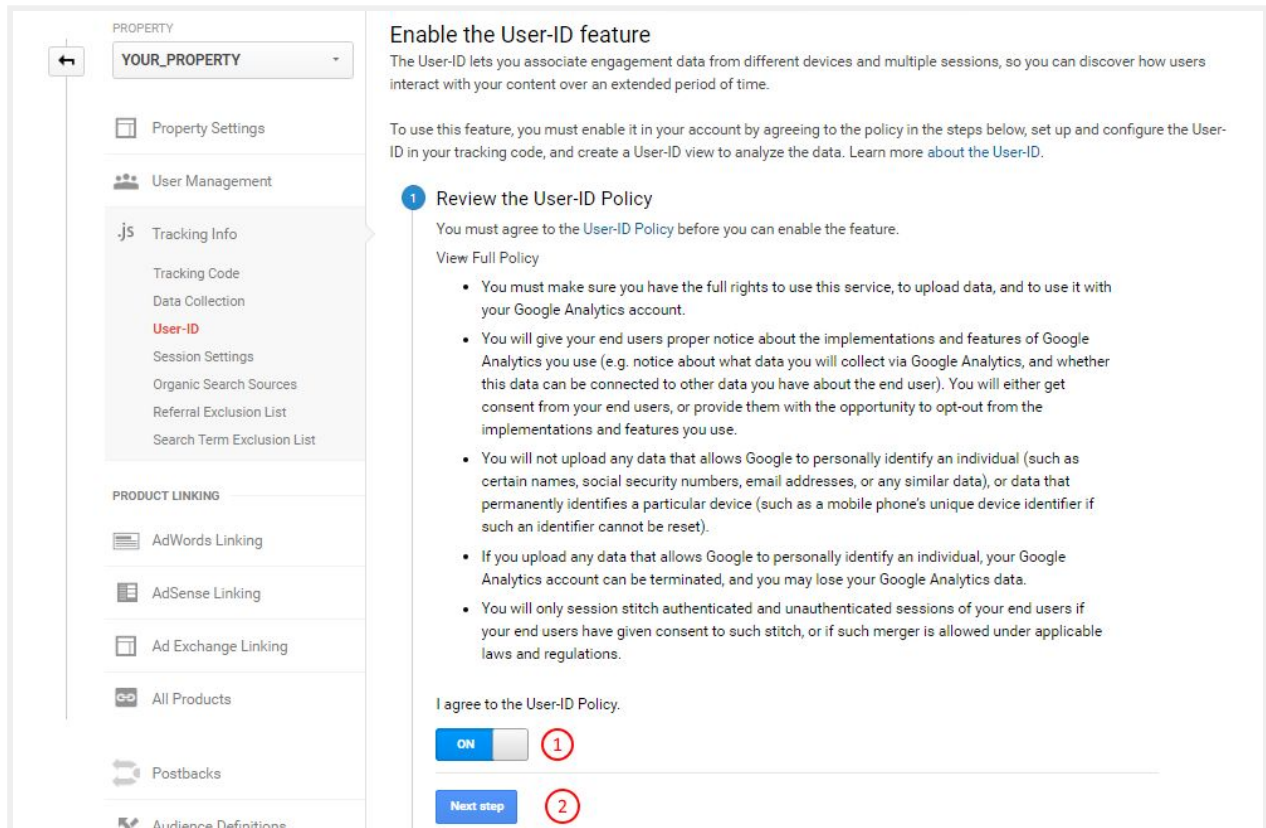


The screenshot displays the Google Analytics Admin interface. On the left, under the 'ACCOUNT' section, a dropdown menu is set to 'YOURDOMAINACCOUNT.COM' (marked with a red circle 1). Below it are links for Account Settings, User Management, All Filters, Change History, and Trash Can. On the right, under the 'PROPERTY' section, a dropdown menu is set to 'YOUR\_PROPERTY' (marked with a red circle 2). Below it are links for Property Settings, User Management, and Tracking Info. Under 'Tracking Info', there are links for Tracking Code, Data Collection, and User-ID (marked with a red circle 3 and an arrow pointing to it).



### 3.5. Activate step 1 on User-ID feature

On the User-ID page, check the “I agree” to agree with the User-ID policy, then click on the **“Next Step”**



### 3.6. Setting up the **User-ID**, step 2

On the same page under the step 2, click on the **“Next step”**. You don't have to implement manually the User-ID in your tracking code, because the module already implements automatically the User-ID tracking.



Data Collection

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Data Import

2

Set up the User-ID

Setting up the User-ID requires a change to your tracking code and should be completed by a developer. Learn more about the User-ID.

How to implement the User-ID in your tracking code

Google Analytics cannot generate, assign, or manage the unique IDs that are assigned as User-IDs. To use this feature, you must generate your own IDs and be able to consistently associate them with a set of data. In a typical scenario, these IDs can be generated through your authentication system, passed to an account at sign-in, and then sent to Google Analytics.

Add the following line to your tracking code to send User-ID data to Google Analytics:

```
ga('set', 'userId', {{USER_ID}}); // Set the user ID using signed-in user_id.
```

Where the value of USER\_ID is a string and represents the stable and unique ID retrieved from your system.

Session Unification

Session unification allows hits collected before the User-ID is assigned to be associated with ID, so long as the hits are from the session in which an ID value is assigned for the first time. When OFF, only data with User-ID explicitly assigned can be associated. Learn more about [session unification](#).

ON

Best practices

- The USER\_ID field must be set after a user is identified by your system.
- The value must be set for all hits in the session. We recommend using the set method to ensure all additional Analytics hits on the page contain this value.
- All subsequent pages in which the user is considered identified should also set this value.
- Consider the effect of session unification. Session unification is on by default, but you can turn it off if you need to. Learn more about [session unification](#).

Learn more about how to [set up the User-ID](#).

Next step

CLICK HERE

### 3.7. Create the **User-Id** view on step 3

Click on **"Create"** button to open the new reporting view window

3

Create a User-ID view

Create a User-ID view to analyze data from sessions in which a User-ID is detected. This view includes a set of Cross-Device reports that let you see user engagement data from different devices over the course of multiple sessions.

A User-ID view is filtered. All reports in this view display data from sessions in which a User-ID is detected. Use a different view to see data from sessions in which a User-ID is not detected.

To create a new User-ID view, use the standard process for creating a new view in your account. Click *Create* to leave this flow and start that process.

Create

Click Here

### 3.8. Finish creating the View :

On the New Reporting View page select “**Website**”, and give a name to your new View, usually “User Id” should be a good name.

Pay attention to choose the appropriate settings for the **Reporting Time Zone**: country and time settings.

Click on “**Create View**” to finish creating your new User-ID view.

The screenshot shows the 'New Reporting View' configuration page in Google Tag Manager. At the top, it asks 'What data should this view track?' with two tabs: 'Website' (selected) and 'Mobile app'. Below this, the 'Setting up your view' section contains three main fields: 'Reporting View Name' with the value 'User ID', 'Reporting Time Zone' with 'United States' and '(GMT-07:00) Pacific Time' selected, and a 'Show User-ID Reports' toggle set to 'ON'. At the bottom, a status message says 'This property has 1 view. The maximum is 25.' and there are 'Create View' and 'Cancel' buttons. Three red annotations with numbered circles are present: (1) points to the 'Reporting View Name' field, (2) points to the 'Reporting Time Zone' dropdown, and (3) points to the 'Create View' button.

What data should this view track? —

Website Mobile app

Setting up your view

Reporting View Name

User ID

Reporting Time Zone

United States (GMT-07:00) Pacific Time

User-ID view —

**Show User-ID Reports**

Get data from sessions in which you send User-IDs and related data to Google Analytics. This view includes a set of Cross-Device reports. You must enable and implement the User-ID to see data in this view. You cannot change this setting after the view is created. Learn more [about the User-ID](#)

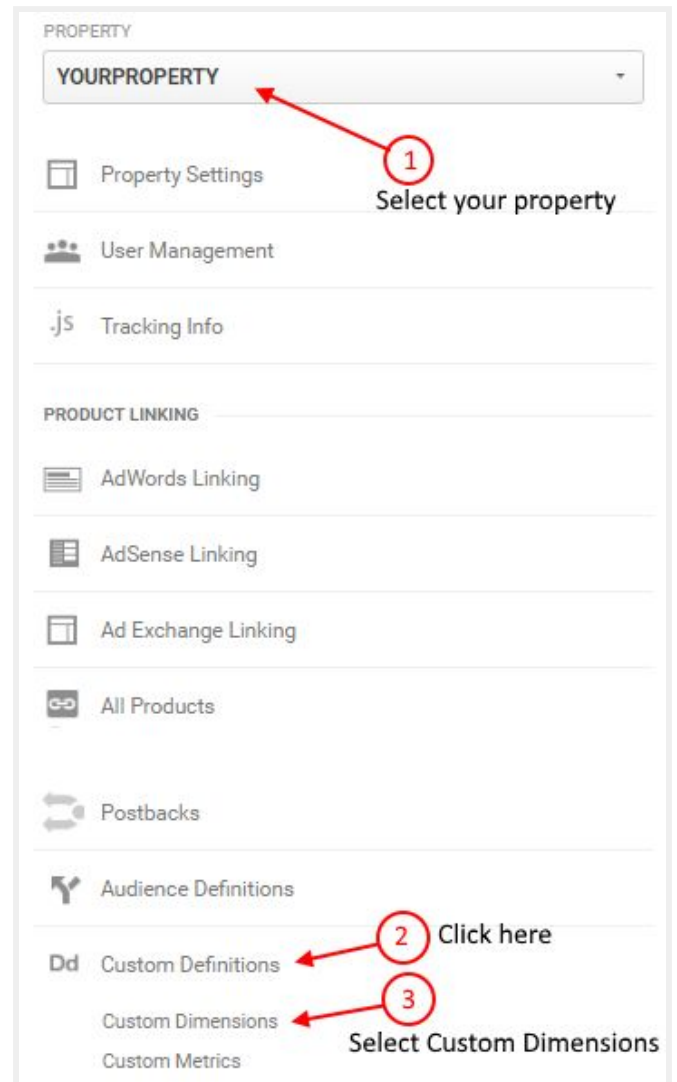
ON

This property has 1 view. The maximum is 25.

Create View Cancel

### 3.9. Setting the Custom Dimensions

Select the **Custom Dimensions** page of your Google Analytics property



### 3.10. Adding the new Custom dimensions

Click on the **"New Custom Dimension"** button.



20 custom dimensions left

### 3.11. Add the **Custom dimensions** to the analytics Property

1. add the first dimension with the name “**userId**”, then select for the **Scope** the “**USER**” type, and check **Active** option.

**Add Custom Dimension**

Name:  (1) set the dimensionname to be UserId

Scope:  (2) set the Scope to be USER type

Active: ☒ (3) mark dimension as Active

(4) Create the userId custom dimension

Click on the **DONE** button,

2. Add the **3** custom dimensions for **Adwords Dynamic Remarketing**:

In a similar way, add the following three **custom dimensions** for Dynamic remarketing: their names will be **ecomm\_prodid**, **ecomm\_pagetype** and **ecomm\_totalvalue** , all having **Hit** scope.

3. For tracking more details of your customers it is advised to add the 5th custom dimension called **CustomerID** , this one will have as Scope : **User**. This dimension will contain the **ID of the customer** from Prestashop allowing you to analyze in more detail the behaviour of your Customer on your shop (this can be done in Google Analytics UserId view: **Customer Explorer** page from the **Audience** Menu)

After adding all the 5 dimensions your **Custom dimensions** table should look like this:

Custom Dimension Name	Index	Scope	Last Changed	State
userId	1	User	Jan 1, 2017	Active
ecomm_prodid	2	Hit	Jan 1, 2017	Active
ecomm_pagetype	3	Hit	Jan 1, 2017	Active
ecomm_totalvalue	4	Hit	Jan 1, 2017	Active
CustomerID	5	User	Jan 1, 2017	Active

These values will be configured in the module

#### 4. Configuring the custom dimension numbers in the module:

In the module, select the **custom dimension Number** for each dimension, and make sure that the Number matches the **Index number** from the Analytics Custom dimensions table

Custom Dimension Number for UserID **1**  
The ID number of your UserID custom dimension

CustomDimension Nr. for ecomm\_prodid **2**  
The ID number of your ecomm\_prodid custom dimension

CustomDimension Nr. for ecomm\_pagetype **3**  
The ID number of your ecomm\_pagetype custom dimension

CustomDimension Nr. for ecomm\_totalvalue **4**  
The ID number of your ecomm\_totalvalue custom dimension

CustomDimension Nr. for CustomerID **5**  
The ID number of your CustomerID custom dimension

### 3.12. CrossDomain tracking

If you have multiple domains that use the same Google Analytics tracking account, then enable the **CrossDomain Tracking** and add all these domains separated by comma “,” into the **Domain listing** field of the module.

Enable Allow CrossDomain Tracking **YES** ☐ NO  
Activate if you use the same Analytics ID on multiple domains

Domain listing for CrossDomainTracking domain1.com, domain2.com

To ensure referral data is reported correctly, you should add your **cross linked domains** to the **referral exclusion list** in Google Analytics. This can be found under the Admin menu, select your property -> Tracking info -> Referral Exclusion List, and add one by one your domains.

### 3.13. Enable Ecommerce in your new UserID view

In your Google Analytics account's **ADMIN** section go to your new view's **Ecommerce Settings** and enable the Ecommerce option, Optionally here you can enable the **Enable Related Products** option. Save by clicking on the **"Next step"**

Ecommerce set-up

1 Enable Ecommerce

Status

Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.

☒ enable Ecommerce

Enable Related Products ?

☒ enable Related Products

Save the changes

Next step Cancel

2 Enhanced Ecommerce Settings

### 3.14. Enable Enhanced Ecommerce Reporting option

On step 2 enable the Enhanced Ecommerce Reporting and save the changes by clicking on the **"Submit"** button.

Ecommerce set-up

1 Enable Ecommerce

Status

Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.

☒ enable Ecommerce

Enable Related Products ?

☒ enable Related Products

Save the changes

Next step Cancel

2 Enhanced Ecommerce Settings

### 3.15. Configuring the property's Data Collection

On your Google Analytics ADMIN section, click on your property's **Tracking Info** item and select the **Data Collection** page.



On that page enable the **Remarketing** data collection, and **Enable Advertising Reporting Features**.

Save the settings by clicking on the **Save** button.

**Data Collection for Advertising Features**

By enabling Advertising Features, you enable Google Analytics to collect data about your traffic in addition to data collected through a standard Google Analytics implementation. Before enabling Advertising Features, ensure that you review and adhere to the applicable policies. Data collection for remarketing also requires that data collection for advertising reporting features is enabled. [Learn more](#)

*Note: By enabling the toggles below, you enable Google Analytics to automatically collect data about your traffic. If you don't want to collect data for advertising features, then you need to turn off both toggles as well as ensure that you have not manually enabled any advertising features data collection in your Google Analytics tags.*

---

**Remarketing**

Enables data collection for [Display and Search Remarketing](#). When you enable this setting, you must adhere to the [Google Analytics Advertising Features Policy](#), including rules around sensitive categories.

☐ ON **1** enable Remarketing

---

**Advertising Reporting Features**

Enables Advertising Reporting features like Audience Demographics and Interests Reporting, DoubleClick Campaign Manager reporting, DoubleClick Bid Manager reporting, and Google Display Network Impression Reporting that help you better understand your users. [Learn more](#)

☐ ON **2** enable Advertising Reporting Features

---

**3** Save these settings

### 3.16 - UserExplorer view in Google Analytics

After the **UserID** is working on your shop(it usually takes 2-3 hours until the **UserID** view will function after creation), you can check all your prestashop customer's activity on your site by opening the **User Explorer** from Google Analytics **Audience** section for your newly created **UserID** view.

On the User Explorer page, in the **User ID** column are displayed the customer **id** numbers from your prestashop.

Search reports and help

**User Explorer** Jan 1, 20XX - Dec 31, 20XX

Email Export Add to Dashboard Shortcut This report is based on 100% of sessions. [Learn more](#) Greater precision

☒ All Users 100.00% Users ☐ + Add Segment

User Explorer

User Id	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate
1. 576	11 (0.40%)	00:14:52	18.18%	€133.00 (11.79%)	10 (37.04%)	0.00%
2. 1176	2 (0.07%)	00:10:31	50.00%	€132.80 (11.77%)	2 (7.41%)	0.00%
3. 369	3 (0.11%)	00:24:59	33.33%	€107.44 (9.53%)	1 (3.70%)	0.00%

By clicking any **UserID** from the first column, the **User Report** page will be shown for that specific user, where all the Analytics events including ecommerce events will be shown in

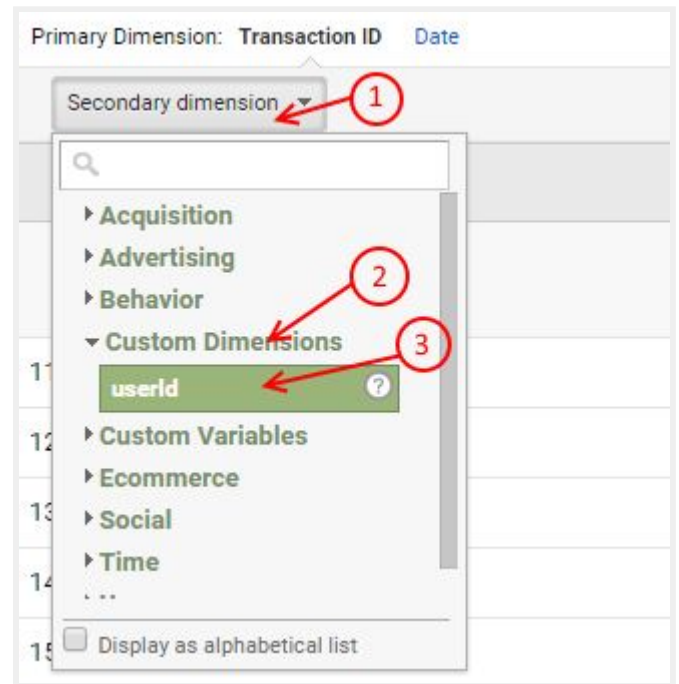


chronological order. Here you can track what the user has done on your pages including, pageviews, scrolling, add to cart events, transactions, clicks.

### 3.17 Google Analytics **Sales Performance** with UserID or CustomerID

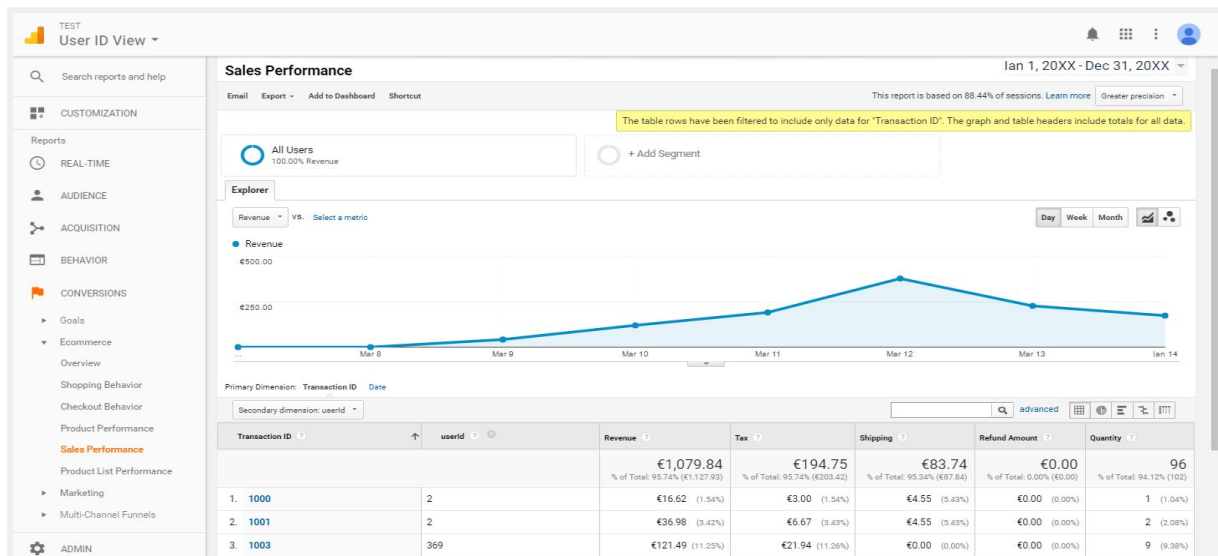
While viewing the **UserID** view in the Google Analytics account, in the section **CONVERSIONS** -> **Sales Performance** you can display in the table of the transactions the **CustomerID** of your Prestashop's customers. You can do this by selecting **Secondary dimension**, then open the **Custom dimensions** group and select **CustomerID**, your custom dimension which contains the Prestashop customer ID.

The **UserID** custom dimension contains the **GuestID** of your Prestashop user (while your visitors are not logged into their account, prestashop is identifying those users by their GuestID). This ID is saved in the UserID dimension as XXX-guest.



Sample of transaction list with the **UserID** custom dimension, displayed on the **UserID** view.

The **userID** column displays the PrestaShop's **Customer ID** for the transaction.



#### 4. ADWORDS SETTINGS Box

## 4.1 – configuring Adwords settings

Go to your Adwords account, Select menu **TOOLS** , then **Conversions**, and select your conversion to view the implementation script of the adwords tag.

- From the script, copy the following 3 values and insert them in the module :

**Conversion ID , Conversion language and Conversion label**

Google AdWords

HomeCampaignsOpportunitiesReportsTools

Conversion actions

<<

SettingsWeb pagesGoogle AnalyticsFirebaseSalesforce.comAttribution

Conversion actions >

YOUR\_CONVERSION\_TAG

Install your tag

Copy the tag in the box below and paste it between the <body></body> tags of the page that you'd like to track. You can then use [Google Tag Assistant](#) plugin on Chrome to make sure your tag is correctly placed.

Choose whether to track conversions on a page load or a click

Tag for YOUR\_CONVERSION\_TAG\_NAME

You'll need to customise your conversion tracking tag to include transaction-specific values.

```
<!-- Google Code for YOUR_CONVERSION_TAG_NAME Page -->  
<script type="text/javascript">  
/* */<br/>var google_conversion_id = XXXXXX;<br/>var google_conversion_language = "YYY";<br/>var google_conversion_format = "3";<br/>var google_conversion_color = "ffffff";<br/>var google_conversion_label = "ZZZZZZZZZZZZZZZZZZZZ";</pre><div><div>Copy the following values:</div><div>1. Conversion id</div><div>2. Conversion language</div><div>3. Conversion label</div></div></div></div></div>
```

## 5. GOOGLE MERCHANT CENTER Box

Select the correlation that it is used for the **Dynamic Remarketing** . Usually this is the **product\_id**, or the **product\_reference** .



## Module Update

- usually the update should run automatically.
- after the you've made the update it is important to clear the browser cache and also the prestashop cache.  
(the prestashop cache can be cleared from the Advanced Parameter Performance page by clicking on the button Clear Cache)
- if you see an error message after the update, read the message and follow the message instructions.

## Recommendation

- all the module request are made with javascript and your website should run in a production mode.
- the module settings Debug Mode from the Settings tab should have the value no.  
(If the Debug Mode option is set to no the force compilation option for the all ajax requests is disabled)
- open the file [public\_html]/config/defines.inc.php
- set the variable `_PS_MODE_DEV_` to false and then save the file.

## Contact

- the module runs well on all servers. You have some ideas or observations? don't hesitate to [contact us](#)