

# Magento 1 Google Analytics Synchronization Extension

## Installation and User Guide for Magento 1 Google Analytics Synchronization Extension

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## 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.

# Configuration Settings for Google Analytics Synchronization

Go to **Admin > Stores > Configuration > Scommerce Configuration > Google Analytics Synchronization**

## 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 [support@scommerce-mage.com](mailto:support@scommerce-mage.com).
- **Application Name** - It is the project name or the application name that you get from Google console. ( <https://console.developers.google.com/> )(CLICK HERE FOR MORE INFO)
- **Security key (JSON)** - Security key JSON file can be obtained from Google Console under account credentials. (CLICK HERE FOR MORE INFO)
- **Exclude order statuses** - You can choose to exclude certain order statuses from sync. These orders won't be synced with Google Analytics.
- **Send Base Data** - Select whether you want to send base order data or store order data.
- **Brand Attribute** - Select a brand attribute to send with brand names

## Google Transaction Sync

General		
Enabled	<input type="text" value="Yes"/>	[STORE VIEW]
License Key	<input type="text" value="an40lu3RZTZCM"/>	[STORE VIEW]
Application Name	<input type="text"/> <small>▲ This should be the name of the project or application from Google Console (<a href="https://console.developers.google.com/iam-admin/projects">https://console.developers.google.com/iam-admin/projects</a>)</small>	[STORE VIEW]
Security Key (JSON)	<input type="text"/> <small>▲ This JSON file you get when you create app engine default service account credential in Google Console (<a href="https://console.developers.google.com/apis/credentials">https://console.developers.google.com/apis/credentials</a>) and should be uploaded to /var/directory of your magento store</small>	[STORE VIEW]
Exclude Order Statuses	<div style="border: 1px solid #ccc; padding: 5px;"><input type="checkbox"/> Canceled <input type="checkbox"/> Cancelled Ogone <input type="checkbox"/> Closed <input type="checkbox"/> Complete <input type="checkbox"/> Declined Ogone <input type="checkbox"/> Suspected Fraud <input type="checkbox"/> On Hold <input type="checkbox"/> Payment Review <input type="checkbox"/> PayPal Canceled Reversal <input type="checkbox"/> PayPal Reversed</div>	[STORE VIEW]
Send Base Data	<input type="text" value="No"/> <small>▲ Set Yes if you want to send order data and No to send store order data to Google</small>	[STORE VIEW]
Brand attribute	<input type="text" value="-- Please Select --"/> <small>▲ Select product attribute which you want to set as your brand</small>	[STORE VIEW]

- **Brand Text box** - Input brand name to send to Google
- **Default Landing Page** - This setting allows you to set default landing page value which shows in Google Analytics in case landing page is not available to sent as part of missing transaction.
- **Cron Schedule** - Schedule specific cron time to run the sync automatically.
- **Debugging** - When set Yes, it will generate logs in var/log/ga\_sync.log file otherwise log file will not be generated.
- **Test Mode**- This setting allows you to check missing transactions before we send the transactions to GA. It helps in validating the data before it gets posted to Google Analytics
- **API Secret** - Enter the API secret key here. API secret key can be created by going into GA4>Admin>Data Streams>Select website>Measurement Protocol API Secrets>Create enter the name and click on create to get the key.

- **Skip Order days -**

Number of Days to Skip Before Sending to GA4:

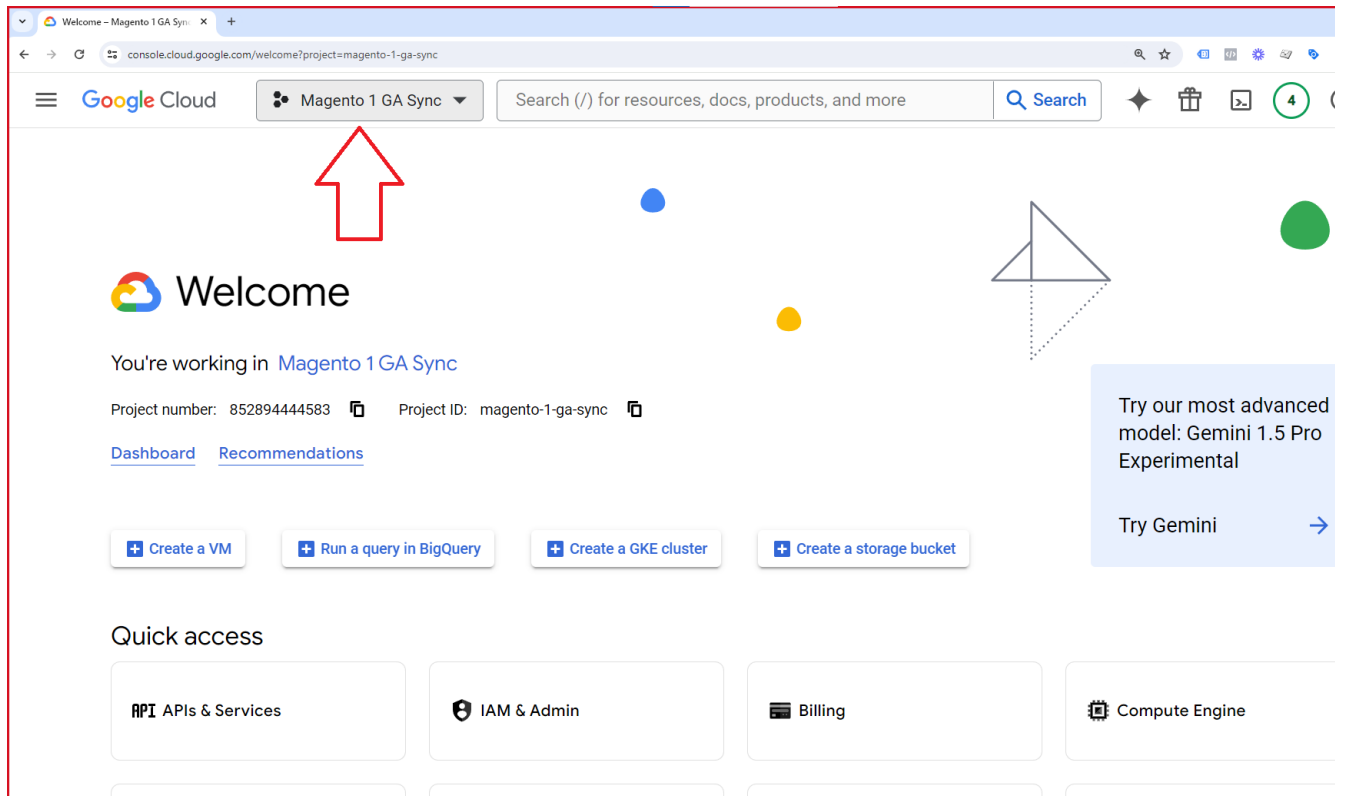
- Numeric value starting from 0
  - Set delay for sending transactions to GA4 to at least 2 days to avoid duplicates (GA4 may take up to 48 hours to process transactions)
  - A value less than 2 days risks sending duplicates, as GA4 takes 24-48 hours to populate transactions in your reports
    - If set to 0: Extension compares today's transactions with GA4 and syncs those transactions (may result in duplicates)
    - If set to 1: Extension compares yesterday's transactions with GA4 and syncs those transactions (may result in duplicates)
  - Recommended value is 2 or greater to ensure sufficient time for GA4 to process and populate transactions before comparison and syncing
- **Measurement ID** - Enter the measurement ID of your GA4 property. Ga4 measurement ID can be extracted from **GA4>Admin>Data Streams>Select website and it is available in the top right corner.**
  - **Property ID** - Enter the property ID of GA4. **GA4>Admin>Property Settings>Property ID**

Brand text box	<input type="text" value="brand123"/>	[STORE VIEW]
	▲ You can add your brand name here to pass this to Google	
Default landing page	<input type="text" value="/"/>	[STORE VIEW]
	▲ Default landing page for sending to Google	
Cron schedule	<input type="text" value="*/2 * * * *"/>	[STORE VIEW]
	▲ Cron schedule in form "0 4 * * *"	
Debug enabled	<input type="text" value="Yes"/>	[STORE VIEW]
	▲ When set Yes, it will generate logs in var/log/ga_sync.log file otherwise log file will not be generated	
Test mode	<input type="text" value="No"/>	[STORE VIEW]
	▲ When set Yes, it will generate logs in var/log/ga_sync.log file but will not send any data to GA4	
API Secret	<input type="text"/>	[STORE VIEW]
	▲ API secret key can be created by going into GA4 > Admin > Data Streams > Select website > Measurement Protocol API Secrets > Create. Enter the name and click on create to get the key	
Skip Order days	<input type="text" value="3"/>	[STORE VIEW]
	▲ Number of days will be skipped before sending to GA4. This should be a numeric value starting from 0. <b>Set the delay for sending transactions to GA4 to at least 2 days to avoid duplicates, as GA4 may take up to 48 hours to process transactions.</b>	
Measurement ID	<input type="text"/>	[STORE VIEW]
	▲ GA4 measurement ID can be extracted from GA4 > Admin > Data Streams > Select website and it is available in the top right corner	
Property ID	<input type="text"/>	[STORE VIEW]
	▲ GA4 Property ID	

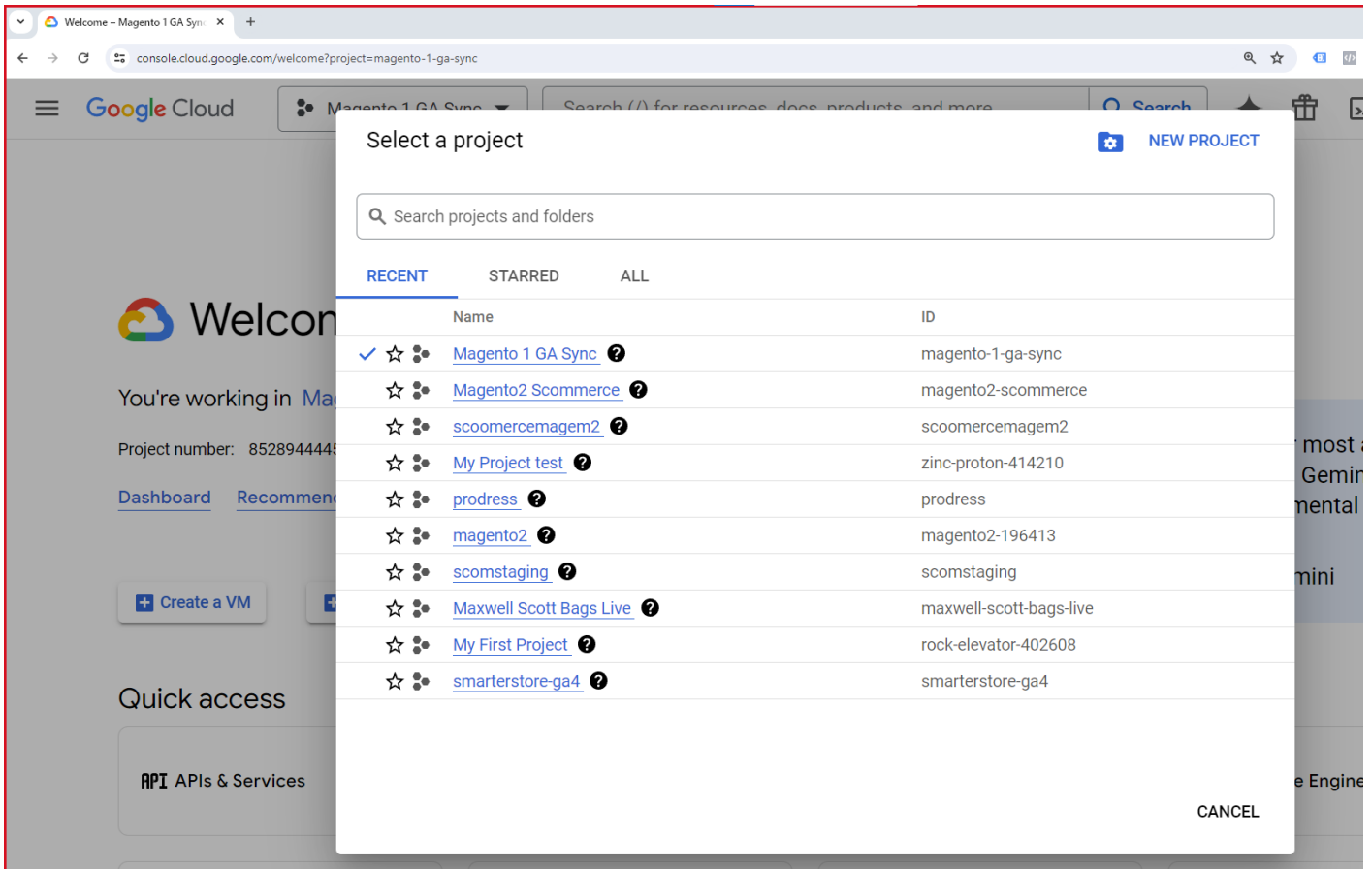
## Create Project in Google Developer Console for GA Reporting API

Please follow the steps below to create project in Google developer console for GA reporting API and to obtain "application name" and "security key JSON File": -

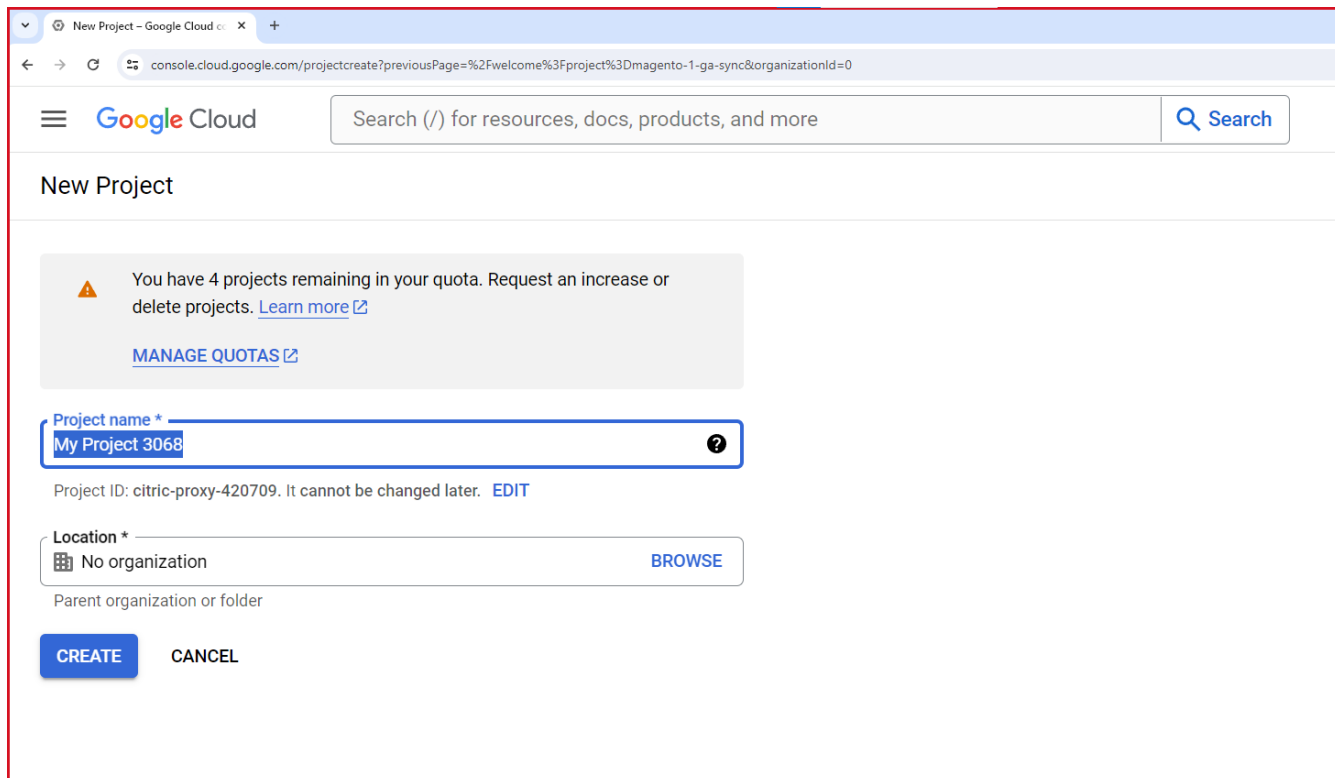
- Go to <https://console.developers.google.com/>. Click on the dropdown on the left as shown in the image below and a popup will appear on your screen.



- Click on New Project



- Enter your project name and Location then click on create.



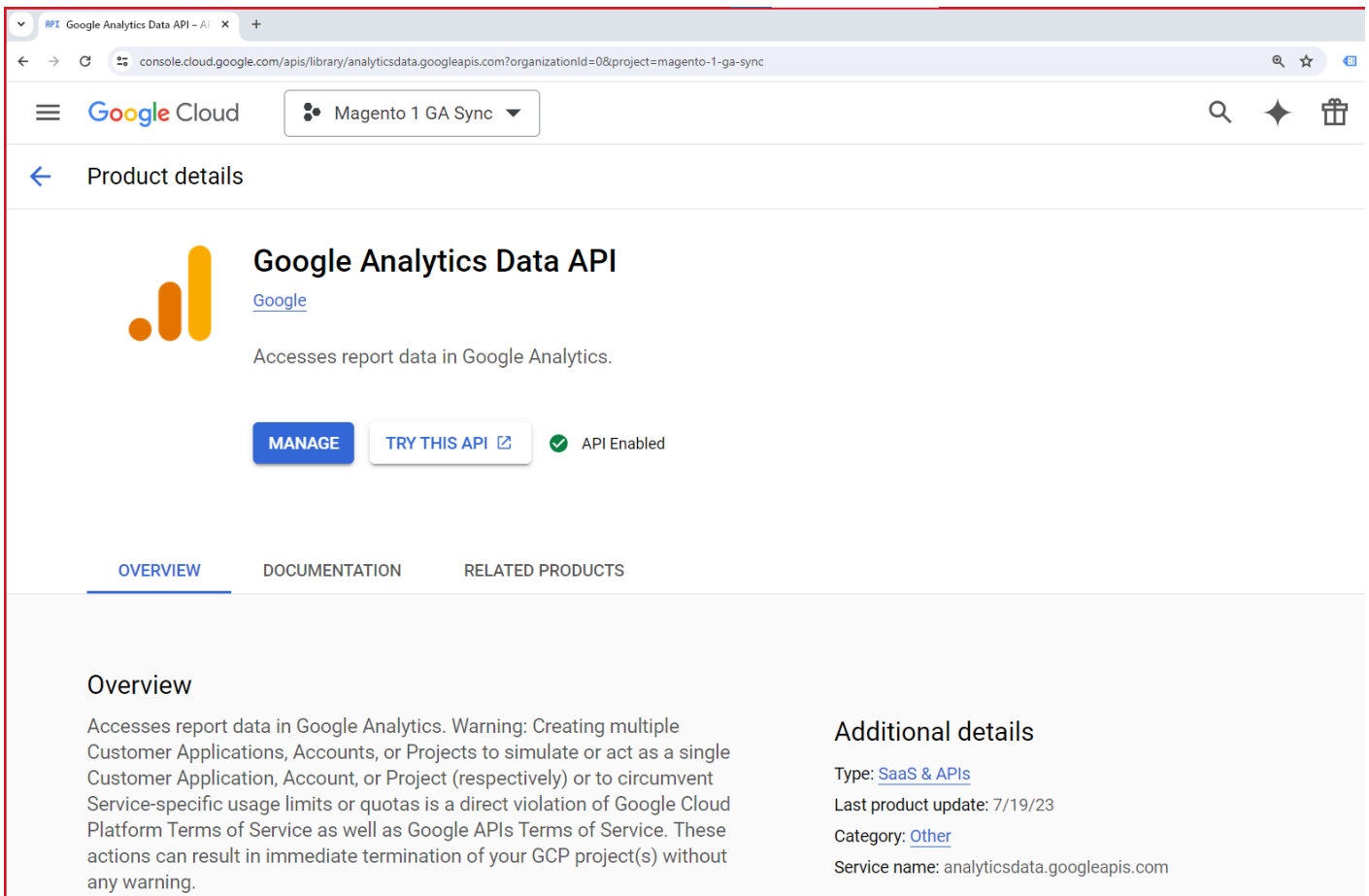
## • Click on Enable APIS and SERVICES

The screenshot shows the Google Cloud Console interface for the project 'Magento 1 GA Sync'. The 'APIs & Services' section is active, and the '+ ENABLE APIS AND SERVICES' button is highlighted. The page displays three charts: 'Traffic', 'Errors', and 'Median latency', all showing data for the last 24 hours (Apr 18). The 'Traffic' chart shows a peak around 12:00 PM. The 'Errors' chart shows a single error spike at 12:00 PM. The 'Median latency' chart shows a peak around 12:00 PM. The left sidebar contains a navigation menu with 'Enabled APIs & services' selected.

## • In the next window search for Google Analytics Data API

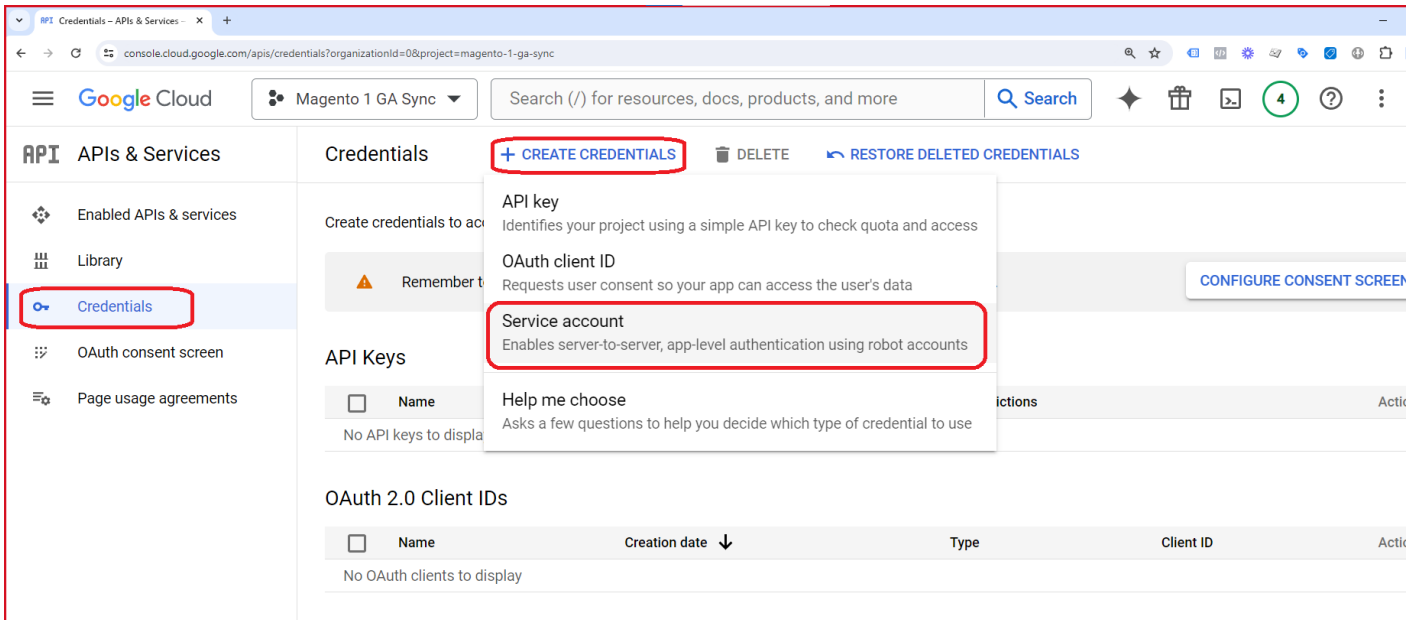
The screenshot shows the Google Cloud API Library search results for 'Google Analytics Data API'. The search bar contains the text 'Google Analytics Data API' and the search results list 'google analytics data api'. The page displays a 'Welcome to the API Library' message and a search bar with the text 'Google Analytics Data API'. Below the search bar, there is a 'Filter' section with 'Type to filter' and a 'Maps' section with 'VIEW ALL (23)'. The 'Maps' section lists three APIs: 'Maps SDK for Android', 'Maps SDK for iOS', and 'Maps JavaScript API', each with a brief description and a 'Google' logo.

- Click on Enable to enable the API



The screenshot shows the Google Cloud console interface for the Google Analytics Data API. The browser address bar displays the URL: `console.cloud.google.com/apis/library/analyticsdata.googleapis.com?organizationId=0&project=magento-1-ga-sync`. The page title is "Product details" and the API name is "Google Analytics Data API". The API is currently enabled, as shown by a green checkmark and the text "API Enabled". There are two buttons: "MANAGE" and "TRY THIS API". Below the buttons, there are three tabs: "OVERVIEW", "DOCUMENTATION", and "RELATED PRODUCTS". The "OVERVIEW" tab is selected, showing a warning about creating multiple Customer Applications, Accounts, or Projects to simulate or act as a single Customer Application, Account, or Project (respectively) or to circumvent Service-specific usage limits or quotas is a direct violation of Google Cloud Platform Terms of Service as well as Google APIs Terms of Service. These actions can result in immediate termination of your GCP project(s) without any warning. Additional details include: Type: SaaS & APIs, Last product update: 7/19/23, Category: Other, and Service name: analyticsdata.googleapis.com.

- Similarly enable the "Google Analytics Reporting API" as well.
- Click on Credentials from the left window then click on Create Credentials and choose service account.



- In the next window, fill in your service account name and description then click on Create. An email will be automatically created as per your name. We need to add this email in google analytics. We will do it in the steps down below. Your service name will be your Application Name that you will enter in the configuration.

The screenshot shows the Google Cloud IAM & Admin console. The left sidebar contains the navigation menu with 'Service Accounts' highlighted. The main content area is titled 'Create service account' and shows step 1: 'Service account details'. This step includes four input fields: 'Service account name' (with a subtext 'Display name for this service account'), 'Service account ID \*' (with a subtext 'Display name for this service account'), 'Email address: <id>@magento-1-ga-sync.iam.gserviceaccount.com' (with a copy icon), and 'Service account description' (with a subtext 'Describe what this service account will do'). Below these fields is a 'CREATE AND CONTINUE' button. Step 2 is 'Grant this service account access to project (optional)' and step 3 is 'Grant users access to this service account (optional)'. At the bottom, there are 'DONE' and 'CANCEL' buttons.

- Click on continue without selecting a role.

Google Cloud | Magento 1 GA Sync | Search (/) for resources, docs, products, and more | Search

IAM & Admin | Create service account

1 Service account details

2 Grant this service account access to project (optional)

Grant this service account access to Magento 1 GA Sync so that it has permission to complete specific actions on the resources in your project. [Learn more](#)

Select a role | IAM condition (optional) | + ADD IAM CONDITION

+ ADD ANOTHER ROLE

CONTINUE

3 Grant users access to this service account (optional)

DONE CANCEL

## • Click Continue again without any selection

- Click on Create Key from the image below and select json your key file will be downloaded. **Place this key file in the VAR directory of your website.** Copy the exact name with extension ".json" and input it into **security Key** in the configuration.

Google Cloud | Magento 1 GA Sync | Search (/) for resources, docs, products, and more | Search

IAM & Admin | m1gasync

DETAILS | PERMISSIONS | KEYS | METRICS | LOGS

Keys

Service account keys could pose a security risk if compromised. We recommend you avoid downloading service account keys and instead use the [Workload Identity Federation](#). You can learn more about the best way to authenticate service accounts on Google Cloud [here](#).

Add a new key pair or upload a public key certificate from an existing key pair.

Block service account key creation using [organization policies](#). [Learn more about setting organization policies for service accounts](#)

ADD KEY

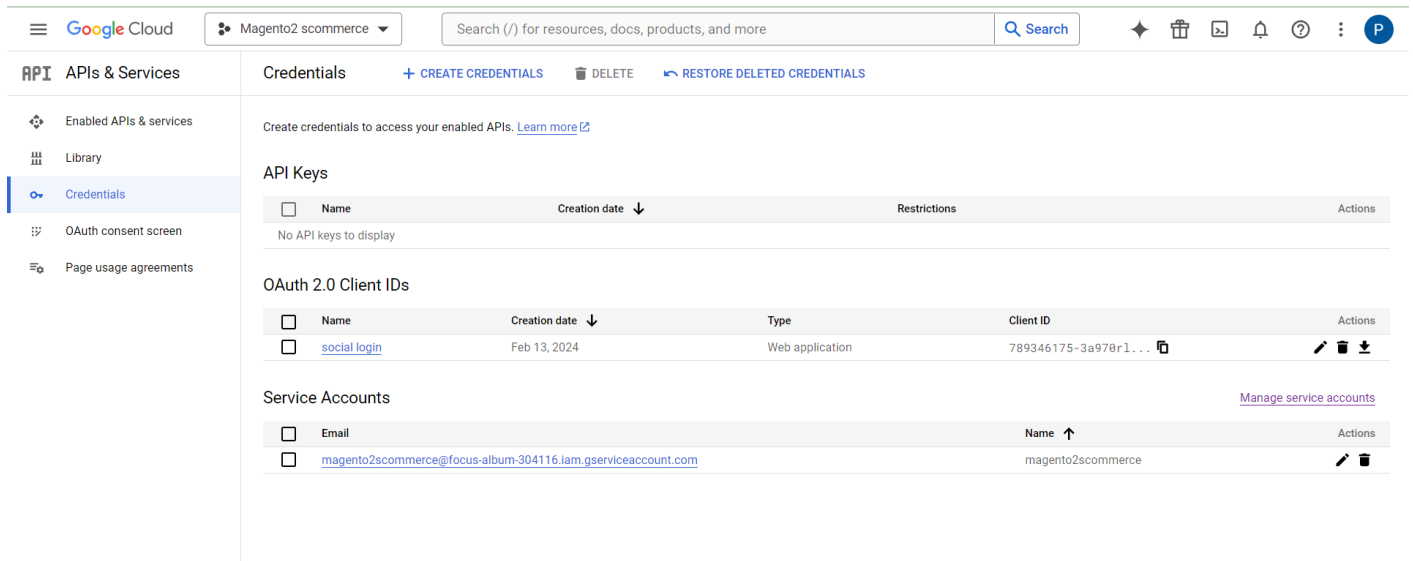
Create new key

Upload existing key

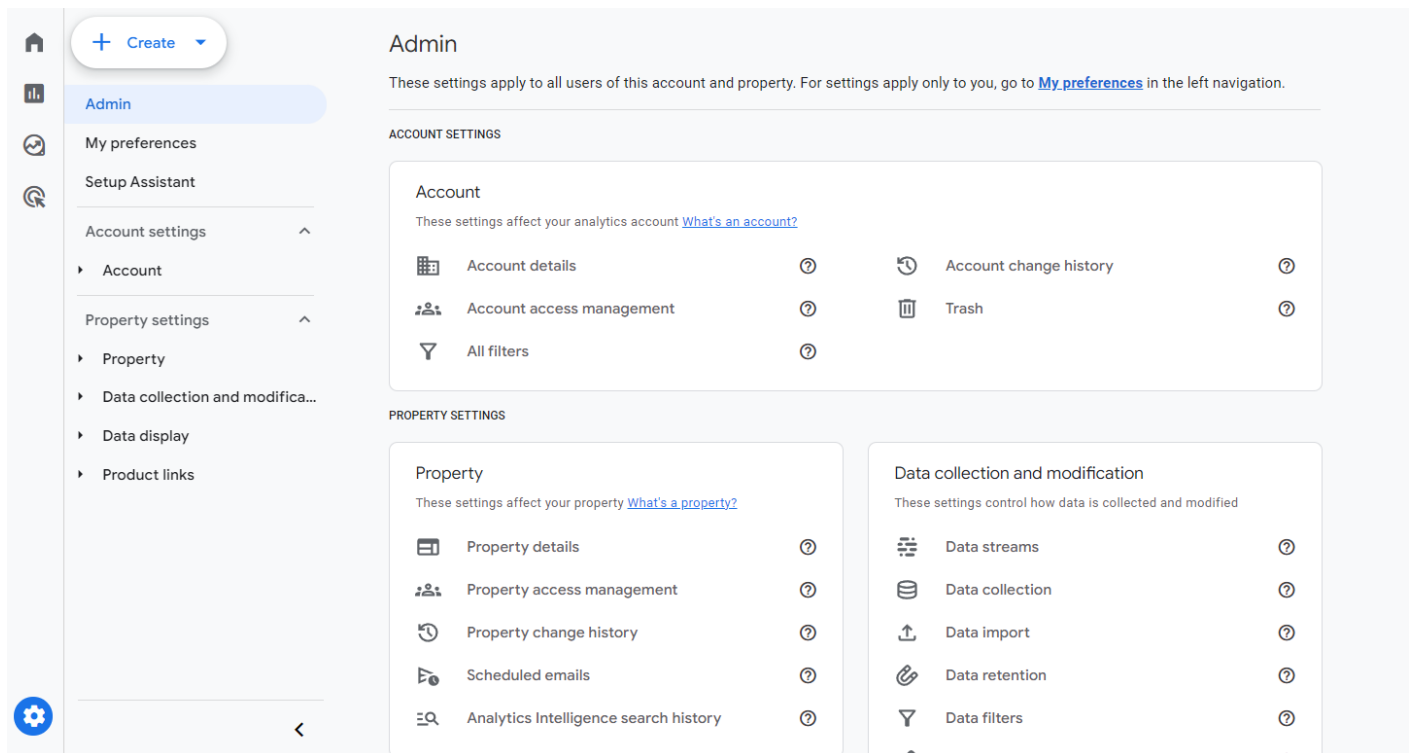
Key	Key creation date	Key expiration date
91b693e35b401746482620908ddd7090b50d1c2a	Apr 11, 2024	Jan 1, 10000

# Add Cloud Console Email to Google Analytics 4

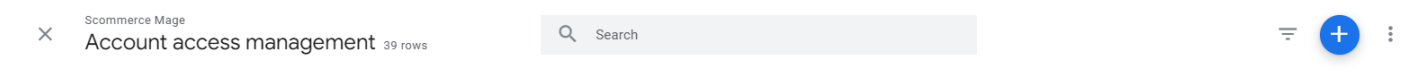
In the earlier step we created a service account ID which is also the service account email. Alternatively, you can go to the "API & Services" section from the left menu and find your service account email there as shown in screengrab below:-



Now In order for this account to access your GA4 property we are required to add this service email to GA4. To do that copy this email address and go to your GA4 property. Go to admin and click on Property access management:-



Click on plus sign to add new email:-



Next add the email and set the permissions to Editor and you are done.

Scocommerce Mage

Add roles and data restrictions Add

Email addresses

Enter email addresses

Invalid email address format

Notify new users by email

Direct roles and data restrictions

Standard roles

- Administrator  
Full control of account. [Learn more](#)
- Editor  
Edit all data and settings for account. Cannot manage users. [Learn more](#)
- Marketer  
Edit audiences, conversions, attribution models, lookback windows, and events for account. Includes Analyst role. GA4 only. [Learn more](#)
- Analyst  
Create and edit shared assets like dashboards and annotations for account. Includes Viewer role. [Learn more](#)
- Viewer  
See report data and configuration settings for account. [Learn more](#)
- None  
No role assigned. [Learn more](#)

## Order Tracking INFO

The order tracking info is captured against each order which is later used to sync the transactions to GA4 attributing them to correct sessions and dates to improve report accuracy. The order tracking info can be viewed by going into Admin>Sales>Order>Edit any order. Please refer to the screengrab below.

Order # 145001074 | 16 Apr 2024 11:54:51

Back Edit Cancel Send Email Hold Invoice Ship

Dartford, DA1 5FN  
United Kingdom  
T: 07448644118

Dartford, DA1 5FN  
United Kingdom  
T: 07448644118

**Tracking Information**

Type	typein
Source	(direct)
Medium	(none)
Campaign	(none)
Content	(none)
Term	(none)
Visit	2
User IP	(none)
User Agent	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/124.0.0.0 Safari/537.36
GA Blocked	No
GTM Blocked	No
GA Client ID	38011123.1710176399
Landing Url	/
gsSessionId	1713430849
gsTimestamp	1713437648000000

**Payment Information**

Cash On Delivery  
Order was placed using GBP

**Shipping & Handling Information**

Free Shipping - Free £0.00

**Delivery Instructions**

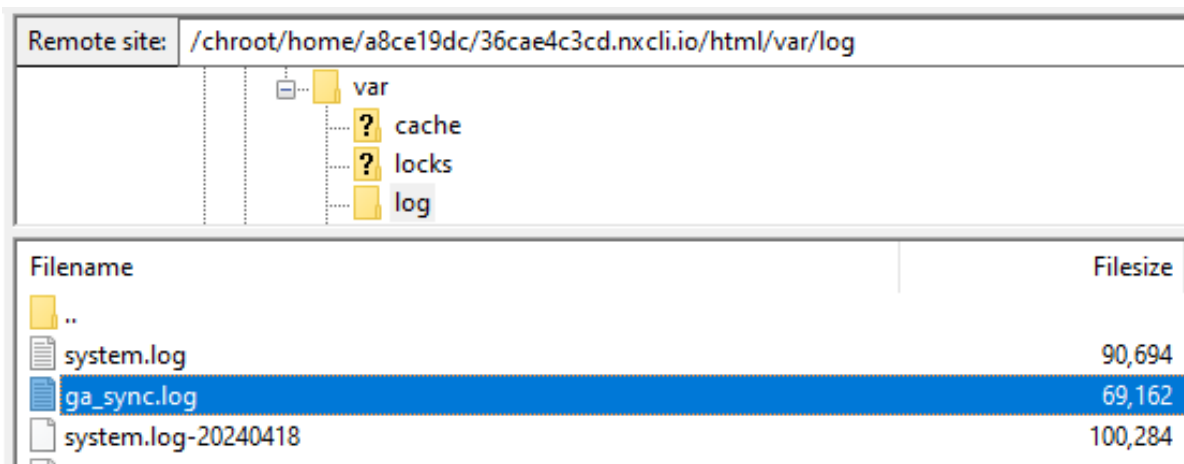
**Note:-** The Order tracking info will only present in the orders that are placed after the module is installed and enabled. It won't be present for historical orders.

## Verify Synced Transactions

The synced transactions can be verified in two ways. Either checking the GA Sync logs or by checking the Real time reports in GA4 (as it takes 24 to 48 hrs for GA4 to attribute data to reports realtime is the quickest way to verify).

### GA Sync Logs

The GA Sync logs can be viewed by going into your server > Magento installation directory > Var > log > ga\_sync.log.



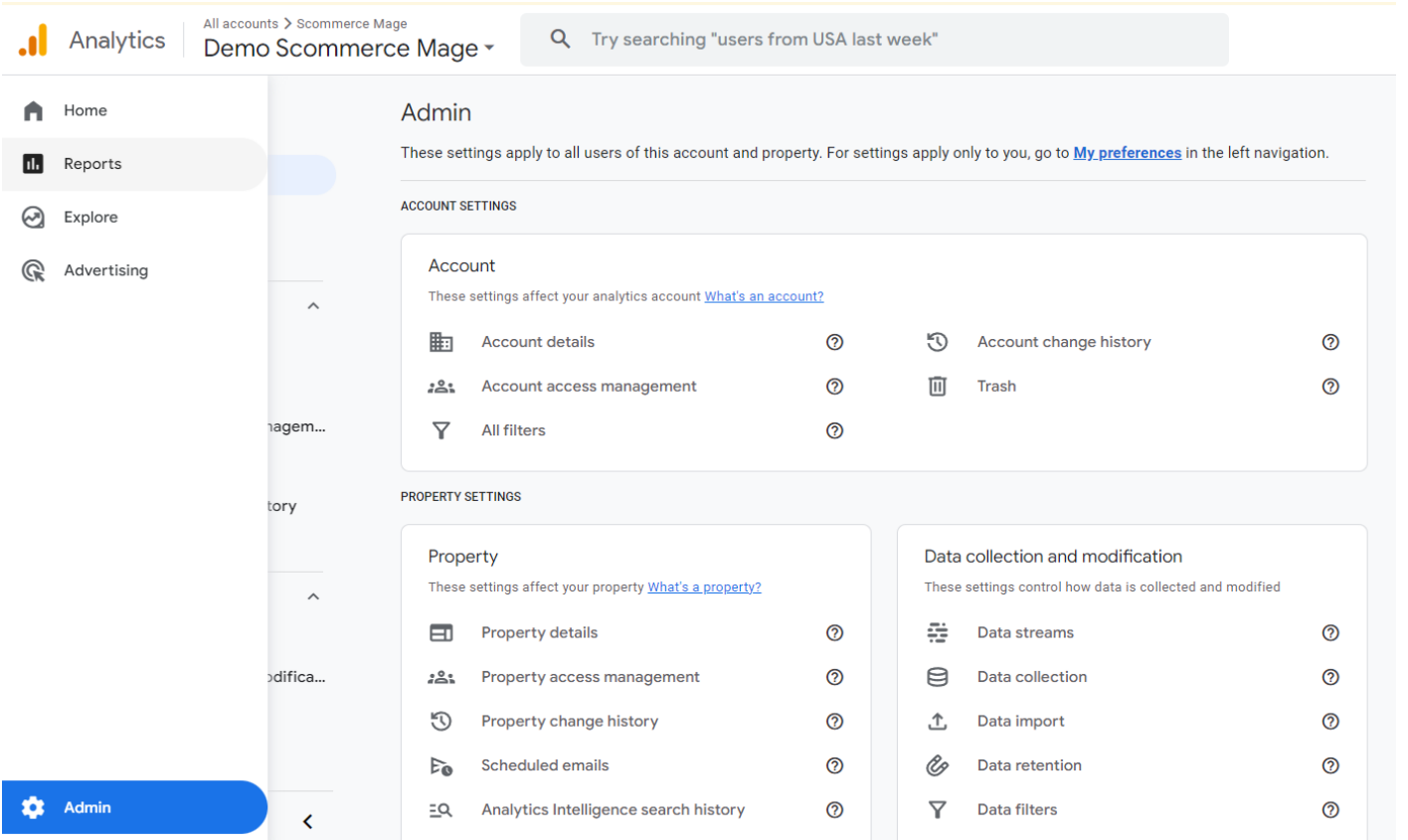
Filename	Filesize
..	
system.log	90,694
ga_sync.log	69,162
system.log-20240418	100,284

This file contains details of each synced transaction along with the order data that was sent, please refer to the image below.

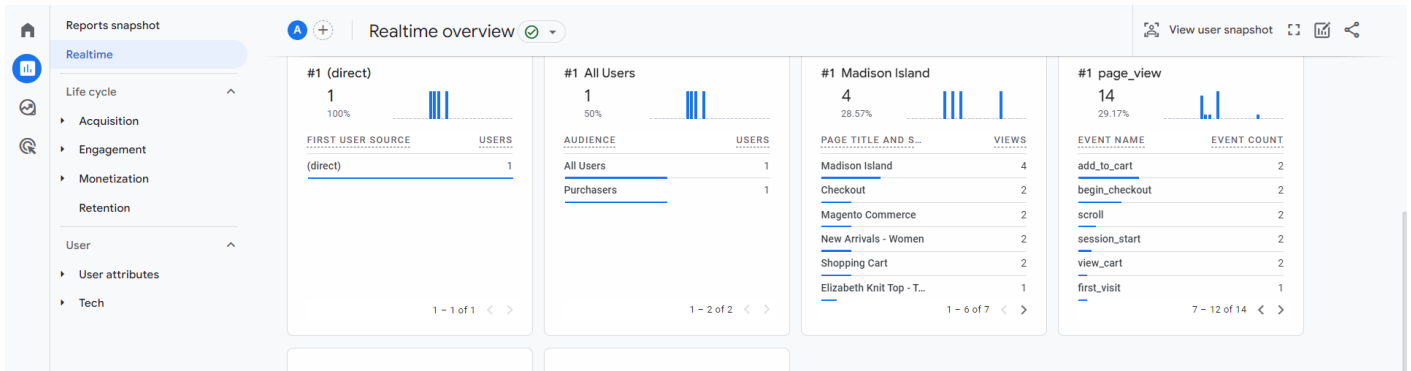
```
1 2024-04-18T08:55:53+00:00 DEBUG (7): GA Sync Cron Started
2 2024-04-18T08:55:54+00:00 DEBUG (7): service result
3 2024-04-18T08:55:54+00:00 DEBUG (7): 145001018
4 2024-04-18T08:55:54+00:00 DEBUG (7): 145001019
5 2024-04-18T08:55:54+00:00 DEBUG (7): 145001036
6 2024-04-18T08:55:54+00:00 DEBUG (7): 145001037
7 2024-04-18T08:55:54+00:00 DEBUG (7): 145001038
8 2024-04-18T08:55:54+00:00 DEBUG (7): Transactions marked as processed == 145001018, 145001019, 145001036, 145001037, 145001038
9 2024-04-18T08:55:54+00:00 DEBUG (7): Orders select query == SELECT `main_table`.* FROM `sales_flat_order` AS `main_table` WHERE (`status`
NOT IN('canceled,closed,fraud,holded')) AND (`created_at` >= '2024-04-16 00:00:01' AND `created_at` <= '2024-04-16 23:59:59') AND
((`sc_transaction_sent` != 1) OR (`sc_transaction_sent` IS NULL))
10 2024-04-18T08:55:55+00:00 DEBUG (7): service result
11 2024-04-18T08:55:55+00:00 DEBUG (7): Sync started for order == 145001020 at 2024-04-18 08:55:55
12 2024-04-18T08:55:55+00:00 DEBUG (7): Building data for order == 145001020
13 2024-04-18T08:55:55+00:00 DEBUG (7): {"client_id":"70720dd0-3dab-4209-a4a8-cf5feafdf261","events":[{"name":"purchase","params":{"currency":"G
BP","transaction_id":"145001020","value":213.97,"shipping":5,"tax":16.300000000000001,"items":[{"item_id":"wbk012c-Red-S","item_name":"Elizab
eth Knit Top","price":192.66999999999999,"quantity":1,"item_category":"Bags & Luggage","item_brand":"brand","currency":"GBP","index":1}]}]}
14 2024-04-18T08:55:55+00:00 DEBUG (7): result=""
15 2024-04-18T08:55:55+00:00 ERR (3): {"increment_id":"145001020","tracking_data":{"client_id":"70720dd0-3dab-4209-a4a8-cf5feafdf261","eve
nts":[{"name":"purchase","params":{"currency":"GBP","transaction_id":"145001020","value":213.97,"shipping":5,"tax":16.300000000000001,"items":[{"item_id":"wbk012c-Red-S","item_name":"Elizab
eth Knit Top","price":192.66999999999999,"quantity":1,"item_category":"Bags & Luggage","item_brand":"brand","currency":"GBP","index":1}]}]},"store_id":"1","status":"success"}
16 2024-04-18T08:55:55+00:00 DEBUG (7): Transactions marked as processed == 145001020
17 2024-04-18T08:55:55+00:00 DEBUG (7): Sync done for order == 145001020 at 2024-04-18 08:55:55
18 2024-04-18T08:55:55+00:00 DEBUG (7): service result
19 2024-04-18T08:55:55+00:00 DEBUG (7): Sync started for order == 145001021 at 2024-04-18 08:55:55
20 2024-04-18T08:55:55+00:00 DEBUG (7): Building data for order == 145001021
21 2024-04-18T08:55:55+00:00 DEBUG (7): {"client_id":"70720dd0-3dab-4209-a4a8-cf5feafdf261","events":[{"name":"purchase","params":{"currency":"G
BP","transaction_id":"145001021","value":213.97,"shipping":5,"tax":16.300000000000001,"items":[{"item_id":"wbk012c-Red-S","item_name":"Elizab
eth Knit Top","price":192.66999999999999,"quantity":1,"item_category":"Bags & Luggage","item_brand":"brand","currency":"GBP","index":1}]}]}
22 2024-04-18T08:55:55+00:00 DEBUG (7): result=""
23 2024-04-18T08:55:55+00:00 ERR (3): {"increment_id":"145001021","tracking_data":{"client_id":"70720dd0-3dab-4209-a4a8-cf5feafdf261","eve
nts":[{"name":"purchase","params":{"currency":"GBP","transaction_id":"145001021","value":213.97,"shipping":5,"tax":16.300000000000001,"items":[{"item_id":"wbk012c-Red-S","item_name":"Elizab
eth Knit Top","price":192.66999999999999,"quantity":1,"item_category":"Bags & Luggage","item_brand":"brand","currency":"GBP","index":1}]}]},"store_id":"1","status":"success"}
24 2024-04-18T08:55:55+00:00 DEBUG (7): Transactions marked as processed == 145001021
25 2024-04-18T08:55:55+00:00 DEBUG (7): Sync done for order == 145001021 at 2024-04-18 08:55:55
26 2024-04-18T08:55:56+00:00 DEBUG (7): GA Sync Cron Started
27 2024-04-18T08:55:56+00:00 DEBUG (7): service result
28 2024-04-18T08:55:56+00:00 DEBUG (7): Sync started for order == 145001022 at 2024-04-18 08:55:56
29 2024-04-18T08:55:56+00:00 DEBUG (7): Building data for order == 145001022
30 2024-04-18T08:55:56+00:00 DEBUG (7): {"client_id":"70720dd0-3dab-4209-a4a8-cf5feafdf261","events":[{"name":"purchase","params":{"currency":"G
BP","transaction_id":"145001022","value":208.56,"shipping":0,"tax":15.890000000000001,"items":[{"item_id":"wbk012c-Royal
```

# Google Analytics 4 Real Time Reports

Go to your Google Analytics 4 Property then from left menu click on reports:-



Next, select realtime from the left menu and under the event name column you can find the purchase event by clicking on that you can verify the transaction ID that was sent through the sync module.



## Google Analytics 4 Custom Reports

You can create a transaction report in GA4 using custom reports to verify the transactions received. For more information, please check <https://www.scommerce-mage.com/blog/how-to-create-transactions-report-in-google-analytics-4-ga4.html>

## Run GA Synch Manually

You can run the synch manually by utilizing the built in frontend controller to run the synch. The controller is as follows:-

```
scommerce_gatransactionssync/index/sync
```

Visit the frontend page pointing to the controller in the URL, please refer to below link as an example:-

```
https://demo.scommerce-mage.co.uk/scommerce_gatransactionssync/index/sync
```

If you have a question related to this extension please check out our [FAQ Section](#) first. If you can't find the answer you are looking for then please contact [support@sccommerce-mage.com](mailto:support@sccommerce-mage.com).

Revision #1

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