

# Magento 2 Google Tag Manager (GTM) GA4 Ecommerce Tracking

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

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## Installation

- **Installation via app/code:** 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. After the successful upload of the package, run below commands on Magento 2 root directory.

```
php bin/magento setup:upgrade  
php bin/magento setup:di:compile  
php bin/magento setup:static-content:deploy
```

- **Installation via Composer:** Please follow the guide provided in the below link to complete the installation via composer.

<https://docs.scommerce-mage.com/magento-2-extensions/installation-via-composer/installation-via-composer>

- **Installation via Composer(Hyvä Theme):** Go to My Account section then go to Composer Instructions. Run the composer config commands mentioned on the page then run the below command to install the module on hyva theme.

```
composer require hyva-themes/magento2-scommerce-googletagmanagerpro
```

- **Installation via Composer(Breeze Theme):** Go to My Account section then go to Composer Instructions. Run the composer config commands mentioned on the page then run the below command to install the module on hyva theme.

# Configuration Settings for Tracking Base

Go to **Admin > Stores > Configuration > Scommerce Configuration > Tracking Base**

## General Settings

- **Enabled** - Select "Yes" or "No" to enable or disable the module.
- **Enable Enhanced Ecommerce** - Select 'Yes' to enable this module. Please make sure this feature is enabled in Google Analytics first before enabling in Magento2.
- **Enable Enhanced Conversion:-** Set "Yes" to enable enhanced conversion to send PII data to Google Adwords to target actual customers. You need to turn on enhanced conversions in Google Adwords. [Click here for more information](#)
- **Enable Consent mode** - This setting activates [Google Consent Mode v2](#). It lets us control how Google tags use user consent and protect user data

### General



<b>Enabled</b> [store view]	Yes	<input type="checkbox"/> Use system value
<b>Enable Enhanced Ecommerce</b> [store view]	Yes	<input type="checkbox"/> Use system value
Please make sure this feature is enabled in Google Analytics first before enabling in Magento.		
<b>Enable Enhanced Conversion</b> [store view]	Yes	<input type="checkbox"/> Use system value
Enable enhanced conversion to send PII data to Google Adwords to target actual customers. You need to turn on enhanced conversions in Google Adwords. <a href="#">Click here for more information</a>		
<b>Enable Consent mode</b> [store view]	Yes	<input type="checkbox"/> Use system value
This setting activates <a href="#">Google Consent Mode v2</a> . It lets us control how Google tags use user consent and protect user data		

- **Cookie mapping** - This setting defines the mapping between user preference cookies and the corresponding Google Consent Mode parameters **ad\_storage**, **ad\_user\_data**, **ad\_personalization**, **analytics\_storage**

Cookie preference cookie could be set using our [GDPR extension](#) or any Consent Management Platform (CMP).

- **Product ID Attribute** - Select the attribute which you have submitted in your Google base feed. For e.g. SKU

### Cookie mapping [store view]

Consent Param	Default Value	Cookie name	Action
ad_storage	Denied	marketing_cookie	
ad_personalization	Denied	marketing_cookie	
analytics_storage	Denied	analytics_cookie	
ad_user_data	Denied	userdata_cookie	
<input type="button" value="Add"/>			

This setting defines the mapping between user preference cookies and the corresponding Google Consent Mode parameters **ad\_storage**, **ad\_user\_data**, **ad\_personalization**, **analytics\_storage**. Cookie preference cookie could be set using our [GDPR extension](#) or any Consent Management Platform (CMP).

### Product ID Attribute [store view]

Use system value

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

- **Brand Attribute** - Please select brand attribute, if you have one otherwise put your brand name in the below input box.
- **Brand Name** - Please add the Brand Name. This will take effect only if the 'Brand Attribute' is not selected.
- **Enable Slider Tracking** - Select 'Yes' to enable tracking of products added via the Magento 2 slider widget
- **Sliders name**- Enter the name for custom sliders that will be sent as list name with the data layer.
- **Affiliation**- Enter the affiliation name which you want to send with the GA4 data layers.
- **Use Base Currency** - 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.

- Brand Attribute** [store view]   Use system value

Please select brand attribute if you have one otherwise put your brand name in the below input box. **Attribute should be available for product listing 'Storefront Properties -> Used in Product Listing = Yes'**
- Brand Name** [store view]   Use system value

This will take effect only if "Brand Attribute" not selected
- Enable Slider Tracking** [store view]   Use system value

Enables tracking of products that are added via Magento 2 slider widget
- Sliders name** [store view]   Use system value

When showing best seller / hot seller products on home page then we use this description to send to Google as list name. So that you know products have been viewed / clicked from home page instead of product listing page.
- Affiliation** [store view]

Affiliation will be sent with GA4 events
- Use Base Currency** [store view]   Use system value

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.

- **Product Price Include Tax-** Set "Yes" then VAT will be included in the price.
- **Order Total Include VAT -** Set "Yes" then VAT will be included in order total.
- **Always Send Parent SKU -** Set "Yes" then it always send parent sku instead of child sku to GA during checkout.
- **Category Attribute-** Please select category attribute if you have one otherwise put your brand name in the below input box. **Attribute should be available for product listing 'Storefront Properties -> Used in Product Listing = Yes'**
- **Is Category ID-** Set "Yes" if "Category Attribute" is ID of the category, "No" if it is plain value
- **Send Parent Category -** Set "Yes" to send the category path and Set "No" to send the category name only.
- **List Name with full path-** Choose whether you want to send the full path of the category or not. When 'yes' The breadcrumbs are broken into separate categories and sent as item\_category1, item\_category2 etc. Set 'No' to send the lowest level category. for ex:- Men>Tops>Jackets, when 'yes' Men, tops, jackets all three categories will be sent. When 'no' only jackets is sent.

<b>Product Price Include Tax</b> <small>[store view]</small>	<input type="text" value="No"/>	<input type="checkbox"/> Use system value
	<small>If set to "Yes" then price will include TAX.</small>	
<b>Order Total Include VAT</b> <small>[store view]</small>	<input type="text" value="No"/>	<input type="checkbox"/> Use system value
	<small>If set to "Yes" then VAT will be included in order total</small>	
<b>Always Send Parent SKU</b> <small>[store view]</small>	<input type="text" value="No"/>	<input type="checkbox"/> Use system value
	<small>If set to "Yes" then it will always send parent sku instead of child sku to GA during checkout. <b>Be careful with "No" - it might affect correct tracking.</b></small>	
<b>Category Attribute</b> <small>[store view]</small>	<input type="text" value="Primary Category (product_primary_category)"/>	<input type="checkbox"/> Use system value
	<small>Please select primary category attribute which can be sent to Google in case a product is in more than one category. <b>Attribute should be available for product listing 'Storefront Properties -&gt; Used in Product Listing = Yes'</b></small>	
<b>Is Category ID</b> <small>[store view]</small>	<input type="text" value="Yes"/>	<input type="checkbox"/> Use system value
	<small>If set to "Yes" if "Category Attribute" is ID of the category, "No" if it is plain value</small>	
<b>Send Parent Category</b> <small>[store view]</small>	<input type="text" value="Yes"/>	<input type="checkbox"/> Use system value
	<small>If set to "Yes" then it will send category path. If "No" then it will send only category name</small>	
<b>List Name with full path</b> <small>[store view]</small>	<input type="text" value="Yes"/>	<input type="checkbox"/> Use system value
	<small>When this setting is set to YES it will send full path of the category for example Men -&gt; Tops -&gt; Jacket. When set to NO it will just send the lowest category for example "Jacket"</small>	

- **Send 'Default List'**- When customers land on the product page directly then 'default' list will be sent as list name when set to 'Yes'. When 'No' list name/ list ID will be removed.
- **Default List**- Enter the default list name if the product impression is not found
- **Send Admin Orders to Google**- Select "Yes" to track orders created in admin
- **Send Refund On Order Cancellation**:- Set "yes" to send refund event on order cancellation.
- \*\*\*\*Source-\*\*\*\*Please add the Campaign Source for backend orders.
- \*\*\*\*Medium-\*\*\*\*Please define the Campaign Medium for Backend Orders.
- **Send Product Impression on Scroll** - Enable this feature when you have loads of products on product listing / category pages.
- **Use Ajax Impressions** - Select 'Yes' to enable this feature. When you have a large number of products on product listing, category, or search pages, an Ajax call will be used on scroll to capture impression information.
- **Product item class on category / product listing page**- Enter the product item class. Make sure this product class item hierarchy is as unique as possible for example for luma theme you can use **div.products ol.product-items li.product-item**
- **Threshold for Scroll**:- Enter the number of product impressions to be sent with view\_item\_list on scroll.
- **Category Ajax Enabled** - Enable this feature if you have third party ajax enabled extension on your category page.

**Send "Default List"** [store view] Yes  Use system value  
 When this setting is set to YES it will send "Default List" as list name when customers are landing on product page directly otherwise it will remove list name / list id

**Default List** [store view] Default List  Use system value  
 Default list name if impression list could not be found

**Send Admin Orders to Google** [store view] Yes  Use system value  
 Enable this feature only if you want to send admin orders on order creation

**Send Refund On Order Cancellation** [store view] Yes  Use system value

**Source** [store view] phone  Use system value  
 You can add your source here to pass this to Google for admin orders

**Medium** [store view] admin  Use system value  
 You can add your medium here to pass this to Google for admin orders

**Send Product Impression On Scroll** [store view] Yes  Use system value  
 Enable this feature when you have loads of products on product listing / category pages

**Use Ajax Impressions** [store view] Yes  Use system value  
 Enable this feature when you have loads of products on product listing / category / search pages. Ajax call will be used on scroll to get impression information

**Product item class on category / product listing page** [store view] div.products ol.product-items li.product-item  Use system value  
 Make sure this product class item hierarchy is as unique as possible for example for luma theme you can use **div.products ol.product-items li.product-item**

**Threshold for Scroll** [store view] 10  Use system value  
 Threshold to fire impressions on scroll

**Category Ajax Enabled** [store view] No  Use system value  
 Enable this feature if you have third party ajax enabled extension on your category page. You need to set tracking data manually when content is getting loaded

## Checkout Behaviour

- **Add Carrier Title:-** Use this to add carrier title to the shipping step. Set "Yes" to send **carrier\_code::carrier\_title**. Ex. flatrate::Flat Rate
- **Add Payment Title :-** Use this to add payment method title to payment step. Set "Yes" to send **method::title**. Ex. checkmo::Check / Money Order

### Checkout Behaviour

**Add Carrier Title** [store view] Yes  Use system value  
 Add carrier title to shipping step. If "Yes" it will send **carrier\_code::carrier\_title**. Ex. flatrate::Flat Rate

**Add Payment Title** [store view] Yes  Use system value  
 Add payment method title to payment step. If "Yes" it will send **method::title**. Ex. checkmo::Check / Money Order

# 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 [support@scommerce-mage.com](mailto:support@scommerce-mage.com).
- **Server Side Tagging** - Set "Yes" to enable server side tagging and "no" to disable it. **Please don't turn this on unless you understand what this setting does.**
- **Account Id** - Enter your Google Tag Manager Account Id.
- **Enable dynamic remarketing tags** - Set "Yes" if you want to enable google dynamic remarketing tags to used for GTM.
- **Enable tracking for other sites** - Set "Yes" to enable tracking for other sites.
- **Send Ecom Category Path** - Set "yes" to send the category path with ecomm\_category.
- **Enable GDPR Cookie Check** - Select "Yes" or "No" to enable/disable GDPR Cookie Check

### General

The screenshot displays the 'General' settings for Google Tag Manager Pro. It includes several configuration options, each with a dropdown menu and a 'Use system value' checkbox. The settings are as follows:

- Enabled**: Set to 'Yes'.  Use system value
- License Key**: 'goCeYpm2S.Kwk'
- Server Side Tagging**: Set to 'No'.  Use system value. A warning message below reads: 'This setting allows you to enable or disable server-side tagging, which is a method that shifts part of the tag processing and data sending workload from the user's device to a server that you control. Please don't turn this on unless you understand what this setting does.'
- Account Id**: 'GTM-PTN7FN'. A note below states: 'This is GTM container id which should look GTM-XXXXXX when you look at your GTM account'
- Enable dynamic remarketing tags**: Set to 'Yes'.  Use system value. A note below states: 'This will enable and install remarketing tag to different pages'
- Enable tracking for other sites**: Set to 'No'.  Use system value. A note below states: 'This will enable other site variables (https://developers.google.com/adwords-remarketing-tag/parameters#other) instead of retail site variables'
- Send Ecomm Category Path**: Set to 'No'.  Use system value. A note below states: 'Put "Yes" or "No" if you want this send category path with ecomm\_category'
- Enable GDPR cookie check**: Set to 'Yes'.  Use system value. A note below states: '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'

- **Server Side Tagging** - Set "Yes" to enable server side tagging and "no" to disable it. **Please don't turn this on unless you understand what this setting does.**
- **Server Side script part** - Enter the HTML code of server side GTM container. It will replace the default HTML code on the frontend.
- **Server Side noscript part** - Enter the noscript part of server-side GTM code. It will also replace the default HTML code on the frontend.

Server Side Tagging   Use system value

This setting allows you to enable or disable server-side tagging, which is a method that shifts part of the tag processing and data sending workload from the user's device to a server that you control.  
**Please don't turn this on unless you understand what this setting does.**

Server Side script part

```
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':  
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],  
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=  
'https://tczinygq.eu.v.stape.io/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);  
})(window,document,'script','dataLayer','GTM-M7V4WJ4B');
```

This setting allows you to enter the HTML code of server-side GTM container. This HTML code will replace the default GTM code on the frontend of your website.

Server Side noscript part

```
<!-- Google Tag Manager (noscript) -->  
<noscript><iframe src="https://tczinygq.eu.v.stape.io/ns.html?id=GTM-  
M7V4WJ4B"  
height="0" width="0" style="display:none;visibility:hidden"></iframe>  
</noscript>  
<!-- End Google Tag Manager (noscript) -->
```

This setting allows you to enter noscript part of server-side GTM code. This noscript code will replace the default noscript GTM on the frontend of your website.

- **Force decline** - If you set this to yes then GTM tracking will be turned off unless customer accepts the cookie policy from the cookie notification message from your website
- **GDPR Cookie Key** - You can add name of your GDPR cookie here for our [GDPR extension](#) the name of cookie key is **cookie\_accepted** but if you are using other GDPR extension then please check with extension developer
- **\*\*\*\*Enable GA4 data layer-\*\*\*\***Select "Yes" to add GA4(Google Analytics 4) events to the data layer.

Force decline   Use system value

If you set this to yes then GTM tracking will be turned off unless customer accepts the cookie policy from the cookie notification message from your website

GDPR Cookie Key   Use system value

You can add name of your GDPR cookie here for our [GDPR extension](#) the name of cookie key is **cookie\_accepted** but if you are using other GDPR extension then please check with extension developer

Enable GA4 data layer   Use system value

This will enable GA4 events and create data layer accordingly. Before turning this off make sure you are not using this data layer in GTM as data layer variable

## Cookies From Query Params

- **Enabled** - Select "Yes" or "No" to enable or disable the module.
- **Configuration** - Use this setting to create cookies by entering cookie parameter, cookie name, and cookie value.
- **Lifetime** - Enter the lifetime of the cookie. It will be stored in the users browser as per the time defined in this setting.

**Enabled** [store view]  ▼  
Set cookies from query parameters

**Configuration** [store view]

Query Param	Cookie name	Cookie Value	Action
<input type="text" value="clickref"/>	<input type="text" value="clickref"/>	<input type="text" value="{{value}}"/>	

Add query param and cookies relations here. {{value}} is a placeholder for the cookie value itself

**Lifetime** [store view]   
Cookies lifetime in days

# JSONs/Script provided with extension package

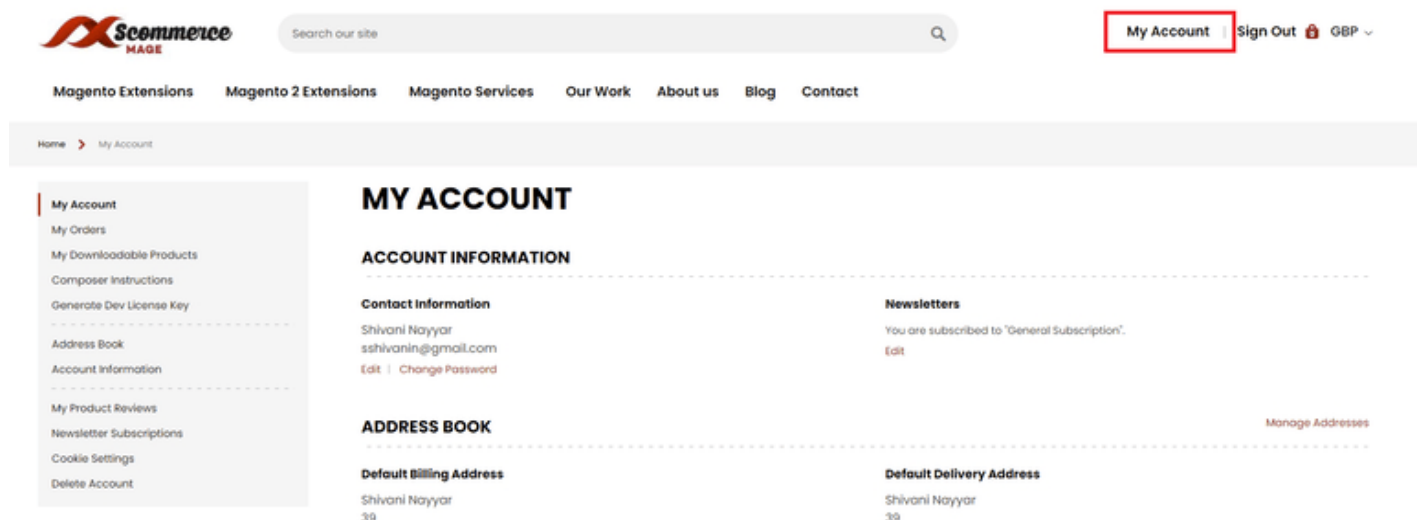
**NOTE:-** Please make sure to import the JSON files again after every upgrade of the module as we keep changing these files time to time and keep them updated with our latest data layers.

The extension package contains JSONs which can be imported in GTM to set up required Tags, Triggers and Variables.

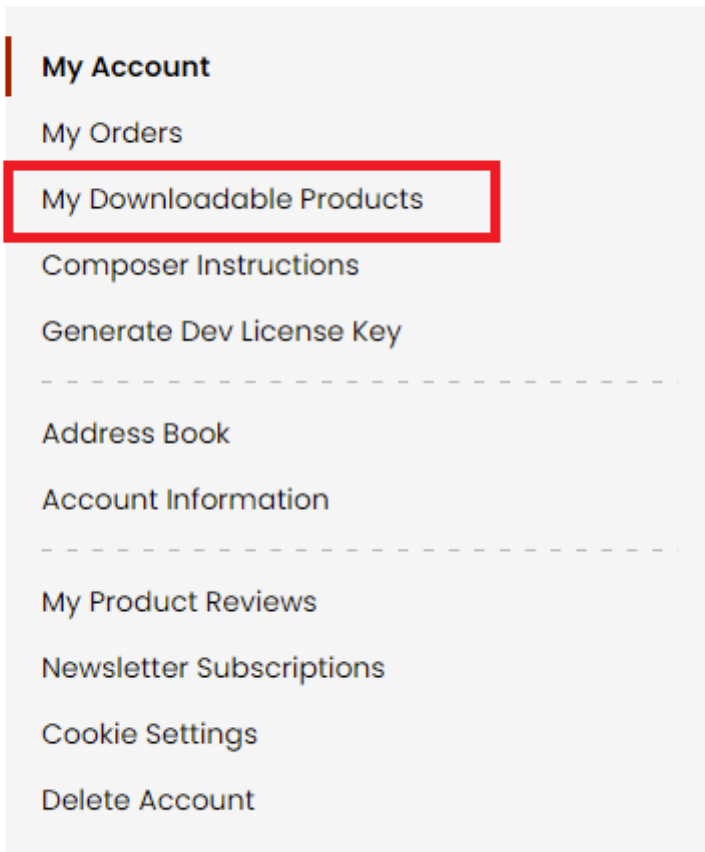
## Finding JSON files

Please follow the steps below to download the module:-

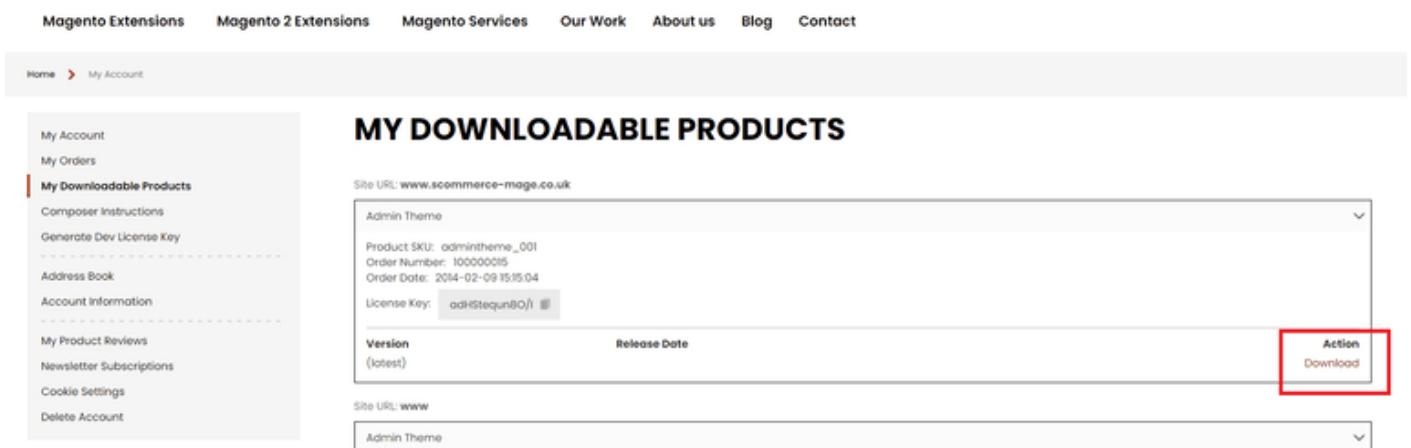
**Step 1:-** Login to your account and go to the My Account Section



**Step 2:-** Click on My Downloadable Products



**Step 3:-** Click on the extension and from the dropdown menu select download



Go to the extension file m2-google-tag-manager-pro and then to the Data Folder (Path - **m2-google-tag-manager-pro/data/**) to find these files.

The JSONs can be used to set up

- **GTM-GoogleAnalytics4.json:-** Google Analytics 4


- **GTM-Facebook\_Pixel\_Tracking.json:-** Facebook Pixel tracking
- **GTM-Snapchat\_Tracking.json:-** Snapchat Pixel tracking
- **GTM-AdwordsDynamicRemarketing.json:-** Google AdWords Dynamic Remarketing
- **GTM-google\_ads\_conversion\_tracking.json:-** Google Ads Conversion Tracking
- **GTM-Pinterest.json:-** Pinterest tracking
- **GTM-Pinterest-GA4.json:-** Use this file if you are using only GA4 and not UA
- **GTM-Reddit\_Pixel\_Tracking.json:-** Reddit Pixel Tracking
- **GTM-Tiktok\_Pixel\_Tracking.json:-** Tiktok Pixel Tracking
- **GTM-Twitter.json:-** Twitter Pixel Tracking
- **GTM-Partnerize.json:-** Partnerize
- **GTM-Webgains\_tracking.json:-** Webgains Affiliate tracking
- **GTM-google\_ads\_enhanced\_conversion\_tracking.json:-** Google Ads Enhanced Conversion Tracking(Make sure its enabled in the extension configuration and also ensure that "send conversion data using data layer is set to "No" in tracking base configuration)
- **GTM-google\_ads\_enhanced\_conversion\_tracking\_using\_datlayers.json** - If you have set "send conversion data using data layer is set to "Yes" in tracking base configuration then import this JSON file which utilizes data layer push to populate the conversion PII data.
- **SetPrimaryCategories.php:-** Primary Category Script (SetPrimaryCategories.php) – All of the above JSON files can be imported into GTM but primary category script needs to be added into the root directory of your website. Add the SetPrimaryCategories.php file in your website's root directory and open the link as follows: -  
**[http://Your\\_website\\_URL.com/SetPrimaryCategories.php](http://Your_website_URL.com/SetPrimaryCategories.php)**

**Note:- Please import only one Pinterest JSON file depending upon the extension configuration you are using. If you are only using GA4 and no UA then you can use the Pinterest GA4 JSON file. Also if you have 'Send Product Impression on Scroll ' enabled in Admin>Stores>Configuration>Scommerce Configuration>Tracking Base then use the Pinterest GA4 JSON file as well otherwise you can use the original Pinterest JSON file.**


## Importing JSONs into GTM

To import JSONS provided with extension package follow below steps:

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


←  Tag Manager | All accounts > magento2.com  
www.magento2.com ▾


Workspace Versions **Admin**

 New feature – Deploy tags easily using tag and variable templates from the Com



CURRENT WORKSPACE

Default Workspace >


 Search


**New Tag**  
Choose from over 50 tag types. 


- Under the container options, click on Import Container


Tag Manager | All accounts > magento2.com  
www.magento2.com ▾  


Versions **Admin**


ACCOUNT   
magento2.com


 Account Settings


 Account Activity


 User Management


CONTAINER   
www.magento2.com GTM-MBX6692


 Container Settings


 Container Activity

 User Management

 Install Google Tag Manager

 **Import Container**

 Export Container


 External Account Links

- Choose the JSON file which you would like to import


← Import Container

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

Select file to import



Choose workspace

Choose an import option 

**Overwrite**  
Overwrite selected workspace with content of imported container **GTM-MBX6692**

**Merge**  
Merge selected workspace with content of imported container **GTM-MBX6692**

- 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.
- 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.

## Merge

Merge selected workspace with content of imported container **GTM-MBX6692**

Preview and confirm your import

Tags	Triggers	Variables	Templates
7	6	1	0
0	0	0	0
New	New	New	New
Modified	Modified	Modified	Modified
0	0	0	0
Deleted	Deleted	Deleted	Deleted

[View Detailed Changes](#)

**Confirm**

Cancel

- 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.



New feature – Deploy tags easily using tag and va

CURRENT WORKSPACE

Default



Search



Overview



Tags



Triggers



Variables



Folders



Templates

Built-In Variab

Name ↑

Event

Page Hostname

Page Path

Page URL

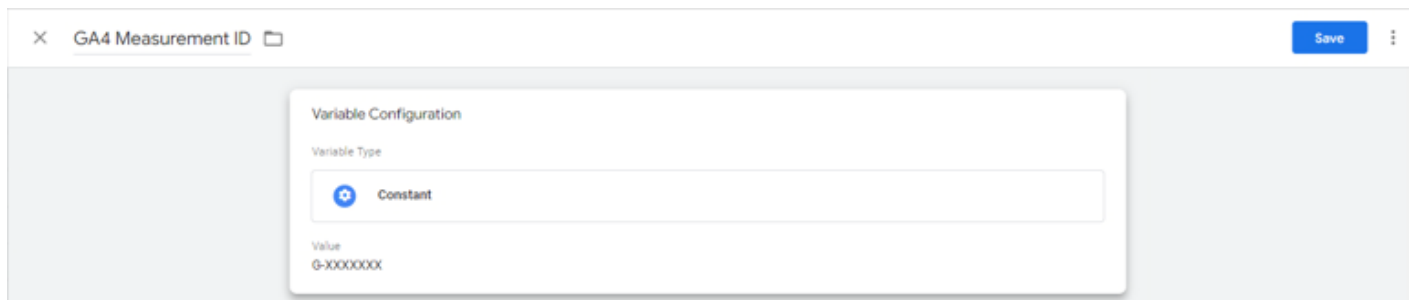
Referrer

User-Defined

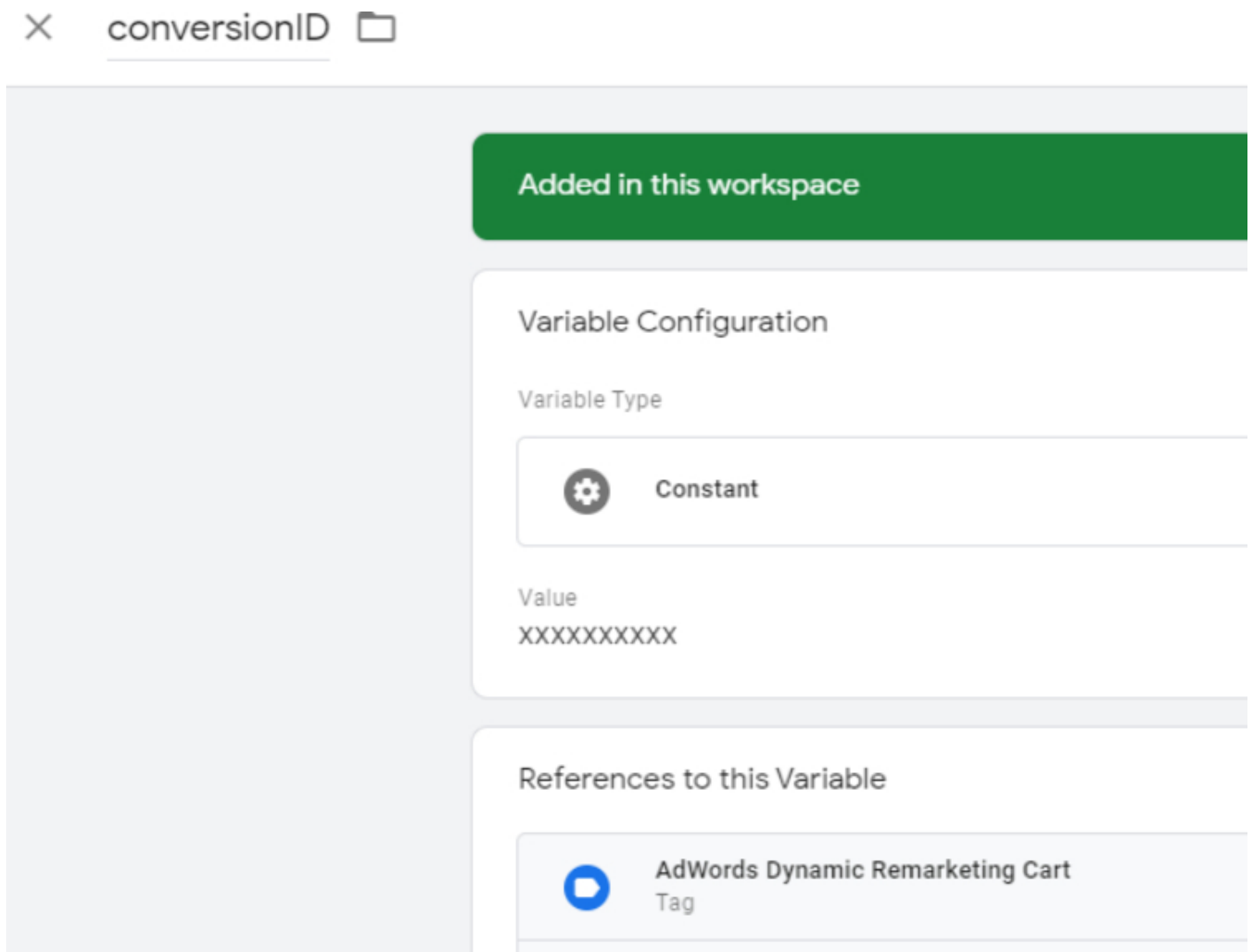
Name ↑

## Variables Created with JSON's

- **GA4 Measurement ID** - This variable is created when GTM-Google Analytics 4.json is imported and it holds value for Google Analytics 4 Measurement Id for the site. Click on the GA4 Measurement 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.

## Added in this workspace

### Variable Configuration

Variable Type




Constant

Value

XXXXXXXXXX



> Format Value 

### References to this Variable



Facebook Audience Tracking

Tag

- **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.

## Added in this workspace

### Variable Configuration

#### Variable Type



Constant

#### Value

GBP



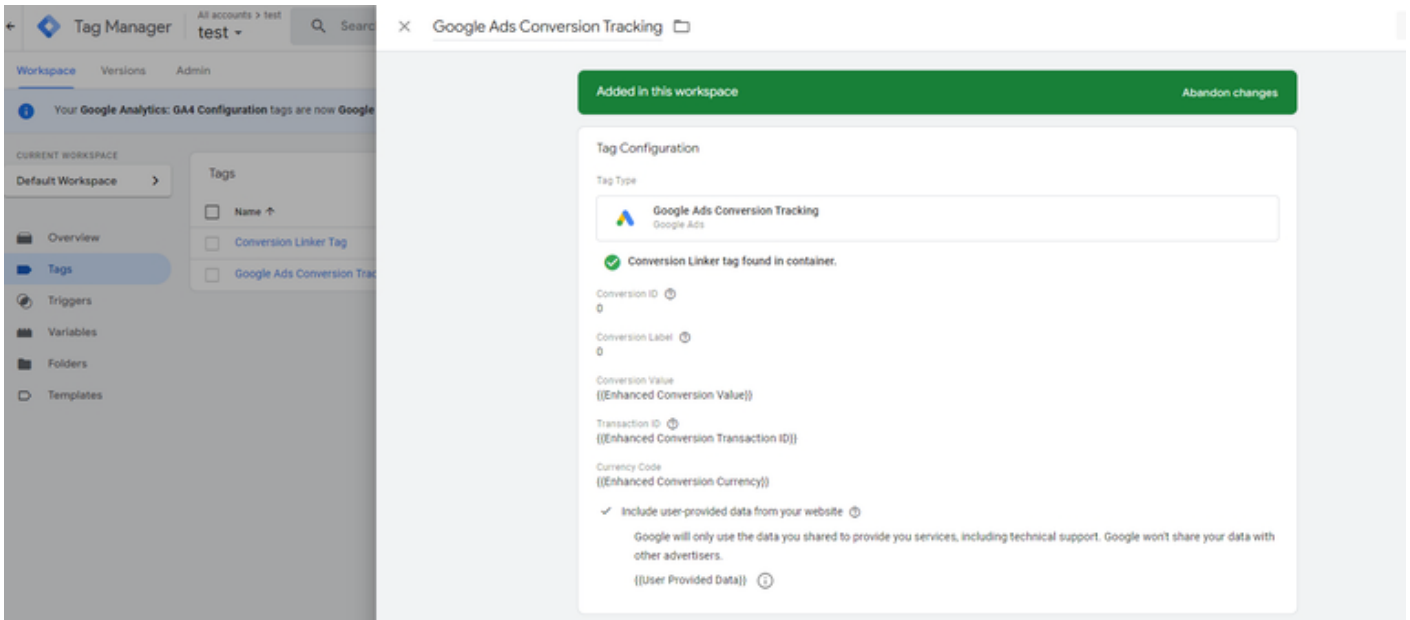
> Format Value 

### References to this Variable

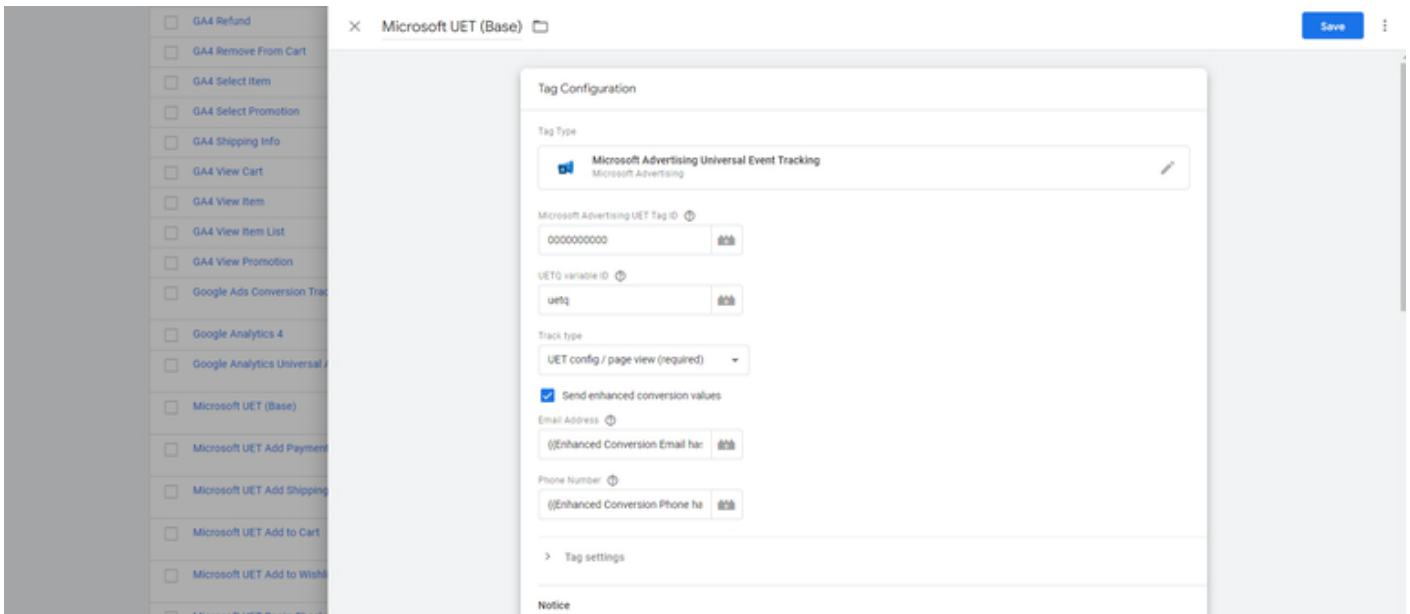


Facebook Add To Cart Event  
Tag

- **Google Ads Conversion Tracking** - Add Conversion ID and Conversion Label in the Google Ads Conversion Tracking tag before publishing the container. These IDs can be found in your Google Ads account.



- **Microsoft UET Tracking** - Add the Microsoft Advertising UET Tag ID which can be obtained from microsoft Ads account.



- **Facebook Pixel Tracking** - Add the Microsoft Advertising UET Tag ID which can be obtained from microsoft Ads account.

**Data Sources**

Search by name or ID

- Example Jewelers Pixel (ID: 1234567891011123)
- Share Buttons (ID: 888222333444555666)

**Example Jewelers Pixel** (ID: 1234567891011123)

Overview | Test Events | Diagnostics | History | Settings

Last received 13 minutes ago

- Pixel (1234567891011123)
- Websites (www.examplejewelers.com)

Search by event: 0/50 | All events

Events	Used by	Connection Method	Total Events
PageView (Active)		Browser	3.7K (Last received 14 minutes ago)
View Content (Active)		Browser	246 (Last received 6 hours ago)
Add to Cart (Active)		Browser	22 (Last received 5 hours ago)
Initiate Checkout (Active)		Browser	11 (Last received 5 hours ago)
Add Payment Info (No Recent Activity)		Browser	6 (Last received 8 days ago)
Register (No Recent Activity)		Browser	2 (Last received 20 days ago)
Add to Wishlist (Active)		Browser	1 (Last received 1 day ago)

- **Snapchat Pixel Tracking** - Add the Snapchat Pixel ID which can be obtained from snapchat Ads account as shown below.

**Pixels**

Create a pixel for your business and assign it to ad accounts and catalogs. Visit [Events Manager](#) to view your activity.

Search my Pixels...

Pixel Name	Owner
demoscom7 Pixel ID: [redacted]   Shared to Scom Supp Self Service	Owned by Scom Supp

- **Twitter Pixel Tracking** - Add the Twitter Pixel ID which can be obtained from Twitter Ads account as shown below.

**Events manager**

Twitter pixel (Web ID: ornaeo)

Twitter pixel (ID: [redacted]) | Copy | View Twitter pixel

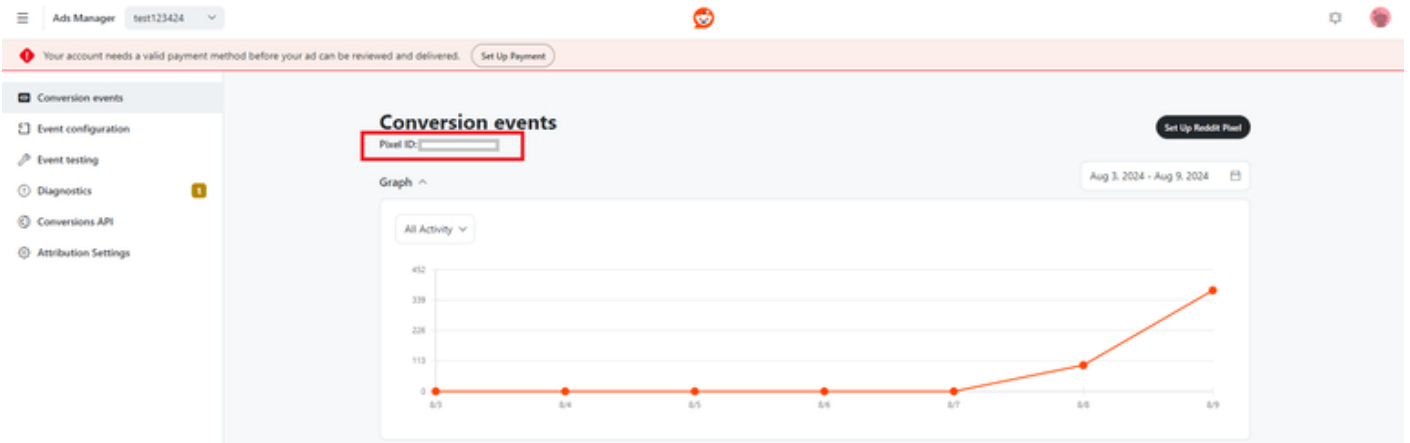
Overview | Settings

Events

Search

Type: All | Status: All

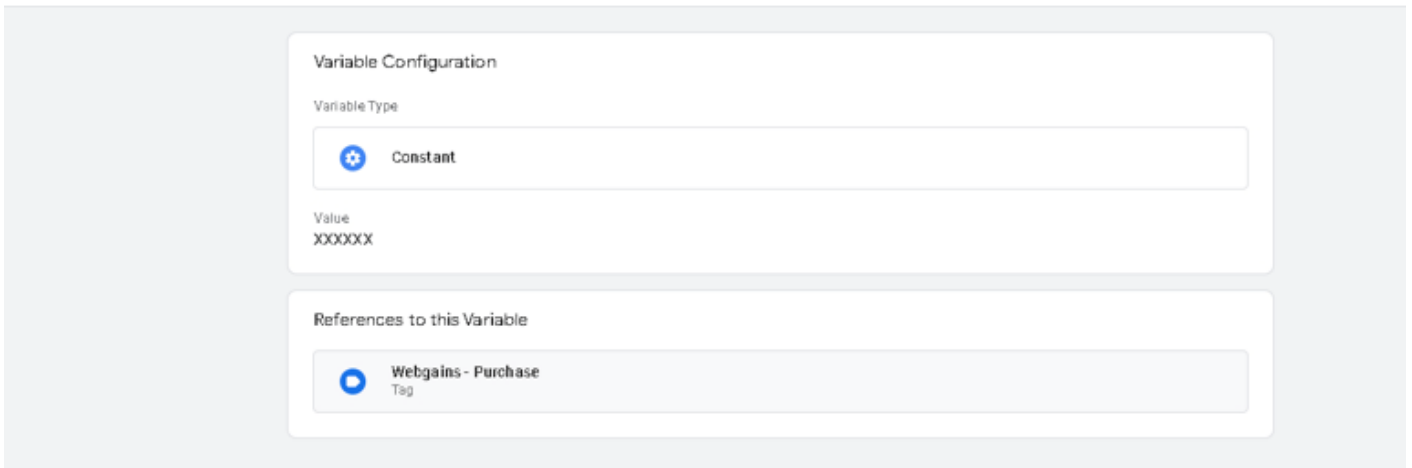
- **Reddit Pixel Tracking** - Add the Reddit Pixel ID which can be obtained from Reddit Ads account as shown below.



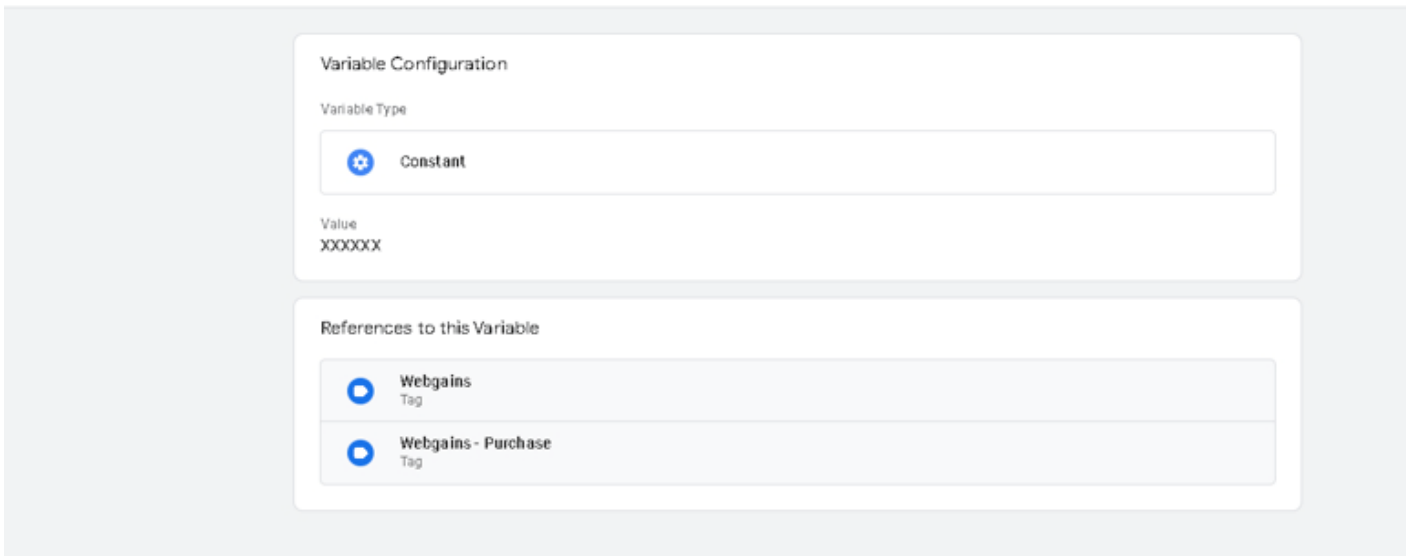
- **Tiktok Pixel Tracking** - Add the base pixel code and Tiktok Pixel ID which can be obtained from Tiktok Ads account as shown below.

The screenshot shows the 'Events Manager' interface. On the left, there's a 'Tasks' section with a checklist for 'Pixel - Events API setup guide': 1. Install base code (checked), 2. Manage configurations, 3. Set up events (checked), 4. Verify Pixel setup, 5. Set up business funnel, 6. Implement Events API, 7. Verify eAPI setup. The main area is titled 'Install base code' and shows a code block for the Tiktok Pixel code. A 'Tiktok Pixel ID' input field is highlighted with a red box. Below the code block is a 'Copy code' button and a 'Next' button.

- **Webgains Event ID** - Add webgains event id received from Webgains in the GTM variable {{Webgains - Event ID}}



- **Webgains Program ID** - Add the Webgains Program ID received from Webgains in the GTM Variable {{Webgains - Program ID}}



## 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.

Submission Configuration

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

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

Version Name  
Default

Version Description  
Add a detailed description of the changes

**Step 2** – Enter an identifiable Version name so that it can be easily understood for the changes made.

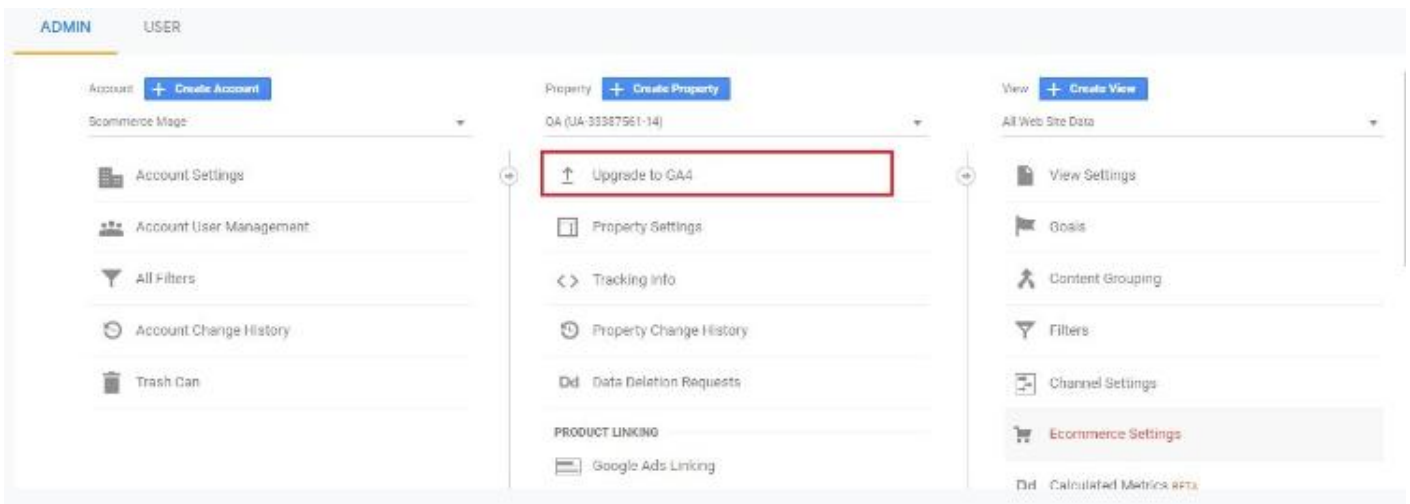
With the version description, you can be as elaborate as possible on the changes/additions of the tag in that version.

**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 Google Analytics 4

- Go to Analytics and select the website on which you want to implement GA4.
- Once you are in universal analytics panel go into admin settings. Here you will notice an UPGRADE TO GA4 button, click on it. You will be walked with creating a new property. Follow along, once you are finished you will see the new GA4 view on your screen.



- Now we need to setup the tag manager for GA4. If you have already imported all the tags using our JSON file then you only need to edit the tag and add your Measurement ID. However, if you are creating tags yourself then you need to create a new configuration tag.

<input type="checkbox"/>	GA4 Shipping info	Google Analytics: GA4 Event	Shipping Info	8 month ago
<input type="checkbox"/>	GA4 View Item List	Google Analytics: GA4 Event	view_item_list	8 month ago
<input type="checkbox"/>	GA4 View Item List Scroll	Google Analytics: GA4 Event	listingScroll	8 month ago
<input type="checkbox"/>	GA4 Views/impressions of product/item details	Google Analytics: GA4 Event	view_item	8 month ago
<input type="checkbox"/>	Google Ads Conversion Tracking	Google Ads Conversion Tracking	Remarketing Tag Purchase	9 months ago
<input type="checkbox"/>	<b>Google Analytics 4</b>	Google Analytics: GA4 Configuration	All Pages	8 month ago
<input type="checkbox"/>	Google Analytics Universal Analytics - Checkout Option	Google Analytics: Universal Analytics	Checkout Option	8 month ago
<input type="checkbox"/>	UA Scroll	Google Analytics: Universal Analytics	listingScroll	8 years ago
<input type="checkbox"/>	Universal Analytics	Google Analytics: Universal Analytics	GTM Ready	4 months ago
<input type="checkbox"/>	Universal Analytics Add To Cart	Google Analytics: Universal Analytics	Add To Cart	8 month ago
<input type="checkbox"/>	Universal Analytics Checkout	Google Analytics: Universal	Checkout	4 years ago

- To create a new configuration tag in GTM. Please look at the image below: -

### Tag Configuration

Tag Type

Google Analytics: GA4 Configuration  
Google Marketing Platform

Measurement ID

[REDACTED]

### Triggering

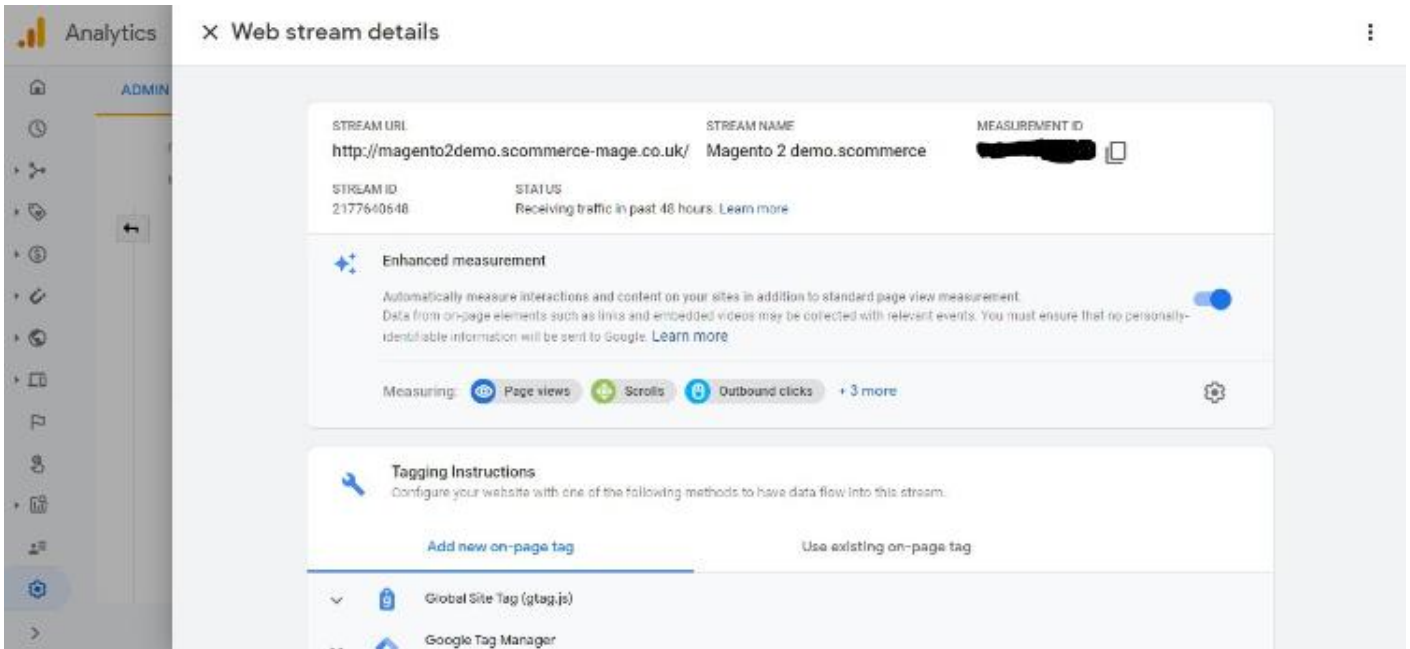
Firing Triggers

All Pages  
Page View

- To get the measurement id you need to go to your GA4 view. Go to the admin settings and then data streams. Click on the website url coloured in #3B82F6 and a popup should open.

The screenshot shows the Google Analytics Admin interface. At the top, there's a search bar with the text "Loading... Try searching 'how many users last month vs last year'". Below the search bar, there are tabs for "ADMIN" and "USER". The "ADMIN" tab is active, and a sidebar menu on the left lists various settings: "Setup Assistant", "Property Settings", "Property User Management", "Data Streams" (highlighted with a yellow box), "Data Settings", "Default Reporting Identity", "Property Change History", and "Data Deletion Requests". The main content area is titled "Data Streams" and shows a table with columns for "All", "iOS", "Android", and "Web". A blue "Add stream" button is in the top right. The table contains one entry for "Magento 2 demo.scommerce" with the URL "http://magento2demo.scommerce-mage.co.uk/" and the status "Receiving traffic in past 48 hours". This entry is highlighted with a yellow box. At the bottom, there's a footer with copyright information: "© 2020 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback".

- You will see the Measurement ID listed on the top right corner of this page.

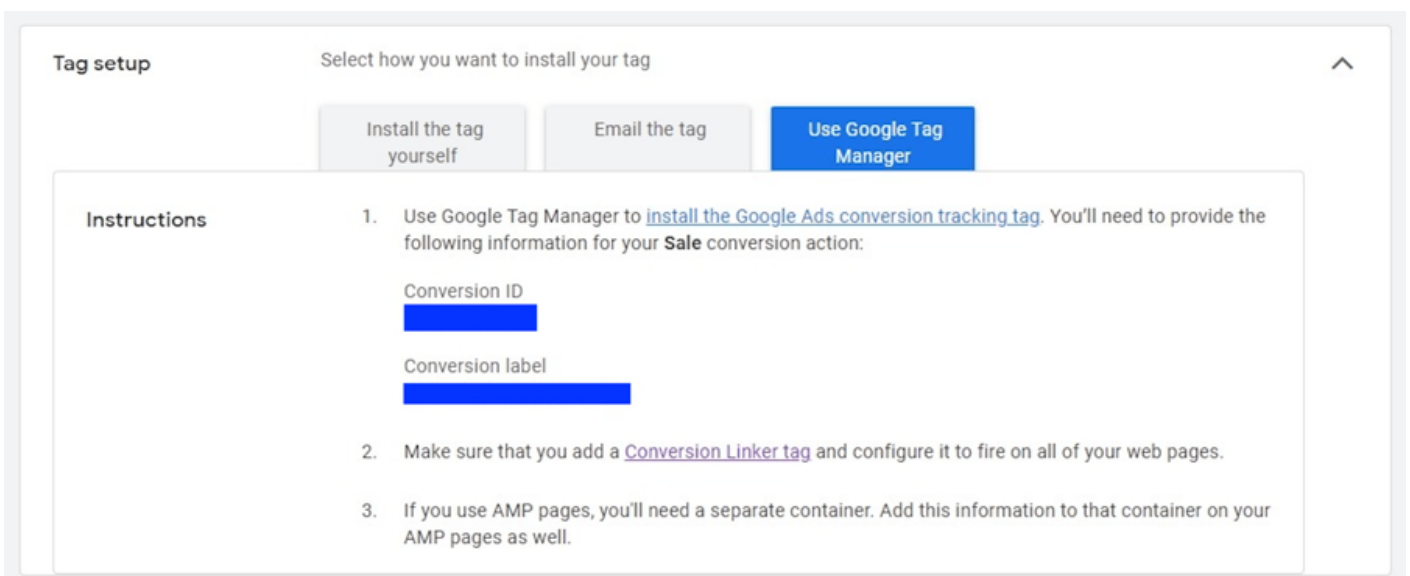


Now for the final step import our Google Analytics 4 JSON file in your GTM to get all the configurations for GA4. Once done you will see data flowing into Google Analytics 4. Learn more about [Google Analytics 4](#).

## Set up Google Adwords Conversion

To setup Google Adwords Conversion, please make sure you add **GTM-google\_ads\_conversion\_tracking.json (data folder of the extension)** file in your GTM container and add **Conversion Label** and **Conversion ID** which you should be able to get from Google Adwords account under Conversion section. This import will create the following tags -:

- Conversion Linker Tag
- Google Ads Conversion Tracking



# Setup Enhanced Conversion

To enable enhanced conversions we first need to enable enhanced conversions in Google Adwords then complete the extension setup.

## Enable Enhanced Conversions in Google Adwords

1. Sign in to your [Google Ads account](#).
2. In the upper right corner of your account, click the tools icon , and under "Measurement," click **Conversions**.
3. Open the conversion action you want to use for setting up enhanced conversions.
4. In the "Enhanced conversions" section at the bottom, click **Turn on enhanced conversions**.
5. Select "Google tag or Google Tag Manager" to set up enhanced conversions.
6. Click **Agree to the compliance statement**. By turning on enhanced conversions you confirm that you comply with our [policies](#). The [Google Ads Data Processing Terms](#) apply to your use of enhanced conversions.
7. Click **Check URL** to check your website for a Google tag.
8. In "Tag type" you should be defaulted to **Google Tag Manager** if that is how you track conversions for this conversion action. Because you used Google Tag Manager to set up website tags, you need to use it to set up enhanced conversions. Follow the instructions below to set up enhanced conversions manually with Google Tag Manager.
9. Click **Save**.

**Note:** Once you have accepted the Terms of Service, it can take up to 5 days for your Google Tag Manager account to be enabled for enhanced conversions. Make sure your conversion tracking tag is set up in Google Tag Manager and then check back in 5 days to see the enhanced conversions functionality enabled. Please [CLICK HERE](#) for more details.

## Setup Enhanced Conversion with the Module

Go to **Stores>Configuration>Scommerce Configuration>Tracking Base** and set "Enable Enhanced Conversion" to "Yes". Import the JSON file either enhanced conversion using data layers or the normal enhanced conversion JSON that fetches the PII data from the global Javascript object.

Enable Enhanced Conversion [store view] Yes  Use system value

Enable enhanced conversion to send PII data to Google Adwords to target actual customers. You need to turn on enhanced conversions in Google Adwords. [Click here for more information](#)

Once done import the JSON file named "GTM-google\_ads\_enhanced\_conversion\_tracking.json" if or import "GTM-google\_ads\_enhanced\_conversion\_tracking\_using\_datalayers.json" provided with the extension(data folder) in your GTM container . Change the 'conversion label' and 'conversion ID' in the "Google Ads Conversion Tracking" tag. Finally publish the changes to finish the setup.



- GA4 Purchases
- GA4 Promotion views/impressions
- GA4 Promotion clicks
- GA4 Product/Item List Clicks
- GA4 Payment info
- GA4 Begin Checkout
- GA4 Add a product to a shopping cart

## Variables

- Ecommerce-detail-products
- Ecommerce-product-detail-value
- Ecommerce-checkout-products
- Ecommerce-checkout-option
- Ecommerce-remove-products
- Ecommerce-refund-products
- Purchase-affiliation
- Purchase-tax
- Purchase-shipping
- ecommerce-promoView-promotions
- ecommerce-promoClick-promotions
- Ecommerce-click-products
- ecommerce-product-click-list-name

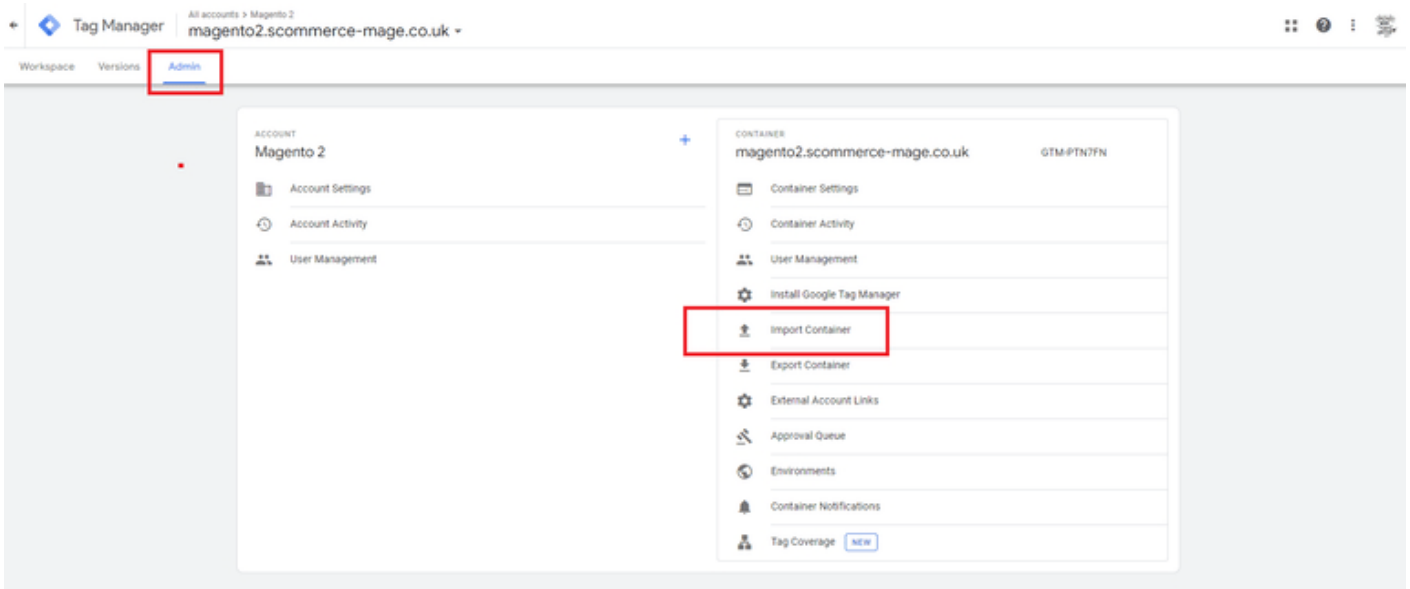
## Triggers

- View\_item
- View\_item\_list
- Shipping Info
- removeFromCart
- Refund
- Purchase
- View\_promotion
- promotionClick
- productClick
- Payment\_info
- addToCart

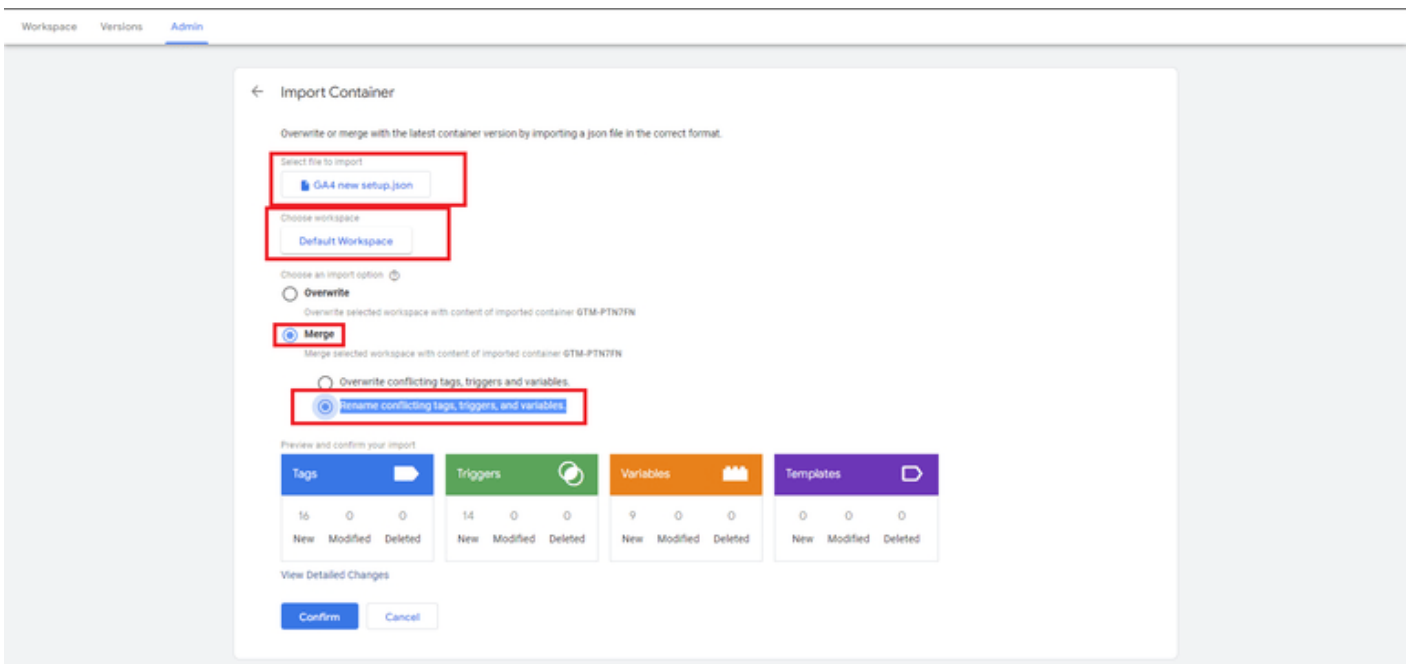
Now follow the steps below to import the latest GA4 settings for GTM

**Step 1:-** Acquire the latest GA4 JSON file provided with the module.

**Step 2:-** Go to your GTM container then click on admin>Import Container.



**Step 3:-** Click on Choose container file and choose the JSON file acquired in step 1 then select the workspace new/existing. Also select Merge>Rename conflicting tags, triggers, and variables so that no crucial setting is lost.



**Step 4:-** Lastly, click confirm to finish the import. Once it's done you will have the latest tags, triggers and variables for GA4 in your GTM.

## Secure Execution of Inline Scripts in GTM via CSP Nonce

To enhance compatibility with Content Security Policies (CSP), a nonce attribute for Google Tag Manager (GTM) has been added. When enabled, the module injects a unique nonce value into a

script tag on every page, allowing secure execution of inline scripts in GTM while complying with CSP directives.

### Step 1: Enable Nonce Injection

1. Navigate to **Stores** → **Configuration** → **Scommerce GTM Settings**.
2. Enable the **"Push Nonce Value to GTM"** flag.
3. Save the configuration.

### Step 2: Verify Script Tag Injection

After enabling the feature, confirm the following script appears in the `<span class="editor-theme-code"><span class="editor-theme-code"><head></span></span>` section of all pages:

html

```
<script id="scomGtmVar" data-scom-gtm-var="<?= $block->getHelper()->getNonceValue() ?>"></script>
```

**Note:** The `<span class="editor-theme-code"><span class="editor-theme-code">data-scom-gtm-var</span></span>` attribute contains the dynamically generated nonce value.



### Step 3: Create a GTM Variable for Nonce

Use **ONE** of these methods to capture the nonce value in GTM:

#### Method A: Custom JavaScript Variable (Recommended)

1. In GTM, create a new **Custom JavaScript** variable.
2. Name it (e.g., `<span class="editor-theme-code"><span class="editor-theme-code">Nonce Value</span></span>`).
3. Paste this code:

javascript

```
function() {  
    var el = document.getElementById("scomGtmVar");  
    return el ? el.getAttribute("data-scom-gtm-var") : undefined;
```

```
}
```



## Method B: DOM Element Variable

1. Create a **DOM Element** variable.
2. Configure:
  - **Selection Method:** ID
  - **Element ID:** scomGtmVar
  - **Attribute Name:** data-scom-gtm-var



## Step 4: Modify GTM Tags with Nonce

For **every Custom HTML tag** using inline scripts:

1. Add the `<span class="editor-theme-code"><span class="editor-theme-code">nonce</span></span>` attribute to the `<span class="editor-theme-code"><span class="editor-theme-code"><script></span></span>` block using the GTM variable:

html

```
<script nonce="{{Nonce Value}}">
  // Your inline code here
</script>
```

1. **Critical:** Enable "**Support document.write**" in the tag's Advanced Settings.
2. Save and publish the container.

## Step 5: Validation & Troubleshooting

### Verify Successful Implementation

#### Nonce in Page Source:

Inspect the page's `<head>` to confirm `data-scom-gtm-var` contains a value (e.g. `bTlzb3B5Y2pobDZvamJtamZoaHdrYnRxcXI5b3owcW4<span class="editor-theme-code"><span class="editor-theme-code">=</span></span>`). \

## Tag Execution:

- Use GTM Preview to confirm tags fire with the `nonce` attribute.

## CSP Errors:

- Check browser console for CSP violations. Absence of errors confirms compliance.



# Front-end Screenshots

## Order Total of Product without VAT

Go to **Stores > Configuration > Scommerce > Google Tag Manager Pro**. Scroll down to option **Order Total Include Vat** and toggle it to 'No'. When turned 'No' the total order value data sent to Google analytics will not include VAT.

Tags Variables Data Layer Errors (0)

### Summary

Current values of the Data Layer:	5 checkout:
<pre>1 { 2   event: 'checkout', 3   google_tag_params: { 4     ecomm_pagetype: 'checkout', 5     ecomm_prodid: ['24-WB05'], 6     ecomm_totalvalue: 36, 7     ecomm_quantity: ['1'] 8   }, 9   gtm: {uniqueEventId: 64, start: 1601554722149}, 10  ecommerce: { 11    checkout: { 12      actionField: {step: 1, option: 'flatrate'}, 13      products: [</pre>	<pre>1 { 2   event: 'checkout', 3   ecommerce: { 4     checkout: { 5       actionField: {step: 1, option: 'flatrate', action: 'checkout'}, 6       products: [ 7         { 8           name: 'Savvy Shoulder Tote', 9           id: '24-WB05', 10          price: '30.0000', 11          brand: 'TestScommerce', 12          category: 'Sale', 13          quantity: '1'</pre>

## Order Total of Product with VAT

Go to **Stores > Configuration > Scommerce > Google Tag Manager Pro**. Scroll down to option **Order Total Include Vat** and toggle it to 'Yes'. When turned 'Yes' the total order value data sent to Google analytics will also include VAT.

## Summary

### Current values of the Data Layer:

```
1 {
2   event: 'gtm.load',
3   google_tag_params: {
4     ecomm_pagetype: 'checkout',
5     ecomm_prodid: ['24-WB05'],
6     ecomm_totalvalue: 41,
7     ecomm_quantity: ['1']
8   },
9   gtm: {uniqueEventId: 49, start: 1601554937970}
10 }
```

### 4 Window Loaded:

```
1 {event: 'gtm.load', gtm.uniqueEventId: 49}
```

### 1 fireRemarketingTag\_checkout:

```
1 {
2   event: 'fireRemarketingTag_checkout',
3   google_tag_params: {
4     ecomm_pagetype: 'checkout',
5     ecomm_prodid: ['24-WB05'],
6     ecomm_totalvalue: 41,
7     ecomm_quantity: ['1']
8   },
9   gtm.uniqueEventId: 1
10 }
```

## Send SKU of Child Product

Go to **Stores > Configuration > Scommerce > Google Tag Manager Pro**. Scroll down to the option **Always Send Parent SKU** and toggle it to 'No'. When turned 'No' if the customer selects a configurable product then the SKU data sent to Google analytics will be of the child product.

Current values of the Data Layer:

```
1 {
2   event: 'checkout',
3   google_tag_params: {
4     ecomm_pagetype: 'checkout',
5     ecomm_prodid: ['MT07', 'WT09'],
6     ecomm_totalvalue: 67.2,
7     ecomm_quantity: ['1', '1']
8   },
9   gtm: {uniqueEventId: 80, start: 1601555659588},
10  ecommerce: {
11    currencyCode: 'GBP',
12    add: {
13      products: [
14        {
15          name: 'Breathe-Easy Tank-M-White',
16          id: 'WT09-M-White',
17          price: 34,
18          brand: 'TestScommerce',
19          category: 'Default Category',
20          quantity: 1,
21          list: 'Category - Bags'
22        }
23      ]
24    },
25    checkout: {
26      actionField: {step: 1, option: 'flatrate'},
27      products: [
28        {
29          name: 'Argus All-Weather Tank',
30          id: 'MT07-M-Gray',
31          price: '22.0000',
32          brand: 'TestScommerce',
33          category: 'Default Category',
34          quantity: '1'

```

6 checkout:

```
1 {
2   event: 'checkout',
3   ecommerce: {
4     checkout: {
5       actionField: {step: 1, option: 'flatrate', action: 'checkout'},
6       products: [
7         {
8           name: 'Argus All-Weather Tank',
9           id: 'MT07-M-Gray',
10          price: '22.0000',
11          brand: 'TestScommerce',
12          category: 'Default Category',
13          quantity: '1'
14        },
15        {
16          name: 'Breathe-Easy Tank',
17          id: 'WT09-M-White',
18          price: '34.0000',
19          brand: 'TestScommerce',
20          category: 'Default Category',
21          quantity: '1'
22        }
23      ]
24    }
25  },
26  eventCallback: function() { },
27  gtm.uniqueEventId: 80
28 }
```

## Send SKU of Parent Product Only

Go to **Stores > Configuration > Scommerce > Google Tag Manager Pro**. Scroll down to the option **Always Send Parent SKU** and toggle it to 'Yes'. When turned 'Yes' if the customer selects a configurable product then only the SKU of the parent product will be sent to Google analytics.

## Summary

### Current values of the Data Layer:

```
1 {
2   event: 'checkout',
3   google_tag_params: {
4     ecomm_pagetype: 'checkout',
5     ecomm_prodid: ['MT07', 'WT09'],
6     ecomm_totalvalue: 77.2,
7     ecomm_quantity: ['1', '1']
8   },
9   gtm: {uniqueEventId: 64, start: 1601556293265},
10  ecommerce: {
11    checkout: {
12      actionField: {step: 1, option: 'flatrate'},
13      products: [
14        {
15          name: 'Argus All-Weather Tank',
16          id: 'MT07',
17          price: '22.0000',
18          brand: 'TestScommerce',
19          category: 'Default Category',
20          quantity: '1'
21        },
22        {
23          name: 'Breathe-Easy Tank',
24          id: 'WT09',
25          price: '34.0000',
26          brand: 'TestScommerce',
27          category: 'Default Category',
28          quantity: '1'
29        }
30      ]
31    }
32  }
33 }
```

### 5 checkout:

```
1 {
2   event: 'checkout',
3   ecommerce: {
4     checkout: {
5       actionField: {step: 1, option: 'flatrate', action: 'checkout'},
6       products: [
7         {
8           name: 'Argus All-Weather Tank',
9           id: 'MT07',
10          price: '22.0000',
11          brand: 'TestScommerce',
12          category: 'Default Category',
13          quantity: '1'
14        },
15        {
16          name: 'Breathe-Easy Tank',
17          id: 'WT09',
18          price: '34.0000',
19          brand: 'TestScommerce',
20          category: 'Default Category',
21          quantity: '1'
22        }
23      ]
24    }
25  },
26  eventCallback: function() {},
27  gtm.uniqueEventId: 64
28 }
```

## Send Parent Category

Go to **Stores > Configuration > Scommerce > Google Tag Manager Pro**. Scroll down to the option **Send Parent Category** and toggle it to 'Yes'. When turned 'Yes' if the customer selects a product then it will send the entire category path to the analytics if "No" then it will only send the category name.

## Current values of the Data Layer:

```
1 {
2   event: 'gtm.load',
3   google_tag_params: {
4     ecomm_pagetype: 'product',
5     ecomm_prodid: 'MJ01',
6     ecomm_totalvalue: 50.400001,
7     ecomm_pvalue: 50.400001
8   },
9   gtm: {uniqueEventId: 60, start: 1606149191435},
10  ecommerce: {
11    detail: {
12      actionField: {list: 'Category - Men->Tops->Jackets'},
13      products: [
14        {
15          name: 'Beaumont Summit Kit',
16          id: 'MJ01',
17          price: '50.40',
18          brand: '',
19          category: 'Men->Tops->Jackets'
20        }
21      ]
22    },
23    impressions: [
24      {
25        id: 'MH04',
26        name: 'Frankie Sweatshirt',
27        price: '60.00',
28        category: 'Default Category',
29        brand: ''
```

## Primary Category

Go to **Catalog > Products** and select any product. Then Scroll down to the option Primary Category.

Primary Category

Primary Category

Here you can set the primary category for any product. If you do not wish to send the assigned category to analytics, then you select which category path or name you want to send.

## Current values of the Data Layer:

```
1 {
2   event: 'gtm.load',
3   google_tag_params: {
4     ecomm_pagetype: 'product',
5     ecomm_prodid: 'WJ06',
6     ecomm_totalvalue: 92.400001,
7     ecomm_pvalue: 92.400001
8   },
9   gtm: {uniqueEventId: 60, start: 1606201986128},
10  ecommerce: {
11    detail: {
12      actionField: {list: 'Search Results'},
13      products: [
14        {
15          name: 'Juno Jacket',
16          id: 'WJ06',
17          price: '92.40',
18          brand: 'Nike',
19          category: 'Collections->Performance Fabrics'
20        }
21      ]
22    },
23    impressions: [
24      {
25        id: 'WH07',
26        name: 'Phoebe Zipper Sweatshirt',
27        price: '59.00',
28        category: 'Product Handling Fee',
```

Here you can set the primary category for any product. If you do not wish to send the assigned category to analytics, then you select which category path or name you want to send.

## Set up Consent Mode V2 with GTM

Please follow the below guide to set up consent mode v2 with GTM, also you would need to have both GTM and GDPR modules to complete this setup.

**GDPR:-** <https://www.scommerce-mage.com/magento-2-gdpr.html>

**Consent Mode:-** <https://docs.scommerce-mage.com/magento-2-extensions/analytics-and-tracking-extensions/magento-2-consent-modes-setup-guide>

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)**.

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Revision #26

Created 22 April 2025 12:53:28 by Admin

Updated 25 February 2026 11:01:00 by sccommerce