

Google Universal Analytics for Magento1

version 1.0.0

SAS WEB COOKING

mai 19, 2023

Contents

Welcome to Google Universal Analytics for Magento1's documentation!	1
Introduction	1
Installation	2
IMPORTANT NOTICE	2
Extension licence note	2
Configuration	3
General Configuration	3
Google Tag Manager	3
Google Analytics Options	3
Transactions	4
Use Store Currency	5
Enhanced Ecommerce	5
Checkout Steps	6
Export Data via API	7
Custom Dimension & Metrics	7
Events	9
Extra Pageviews	10
Custom Tags	11
Google Adwords	11
Google Remarketing	12
Tools	12
Google Tag Manager Configuration	12
Pageviews Tag	13
Events Tag	13
Google Universal Analytics - Enhanced Ecommerce for Magento	15
Enhanced Ecommerce : Click and Impressions configuration	15
Product click & impression tracking	15
Promo click & impression tracking	16

Welcome to Google Universal Analytics for Magento1's documentation!

Introduction

Google Universal Analytics extension for Magento allows you to use GUA easily on your store. Just enable it, and fill your account ID, and that's it!

You also have the choice on how the transactions are sent to GUA (order success page or on invoice/order creation). GUA extension allows you also to track event like customer registration/login/logout, add product to cart, ...

- Use the new Google Universal Analytics with your Magento
- Google Tag Manager support
- Choose between classical transaction system (transaction sent on order success page) or server-side transaction system (transaction sent on event (order placed, order invoiced, etc..))
- By choosing server-side system, you will have an exact conversion rate!
- Server-side transaction system, using Google's Measurement Protocol support, allow you to track real transactions (only paid orders!). But if you want, an option allow you to track all orders (with non-paid ones). Or only orders which get a specific status.
- Configure your transaction tracking data : Including or excluding tax ? Order currency or Base Currency ? Send child items or not ?
- Track following events : Customer Registration, Customer Login, Customer Logout, Add product to cart, Remove product from cart, Add coupon code, Share wishlist, Add product to wishlist, Newsletter subscription & unsubscription, Order placed, Order paid, Order refunded, Time Spent on page, Compare:add, Compare:remove (Ask for more!)
- Track magento ajax sections in onepage checkout, Track submitted contact form, Track successfull login, etc... with extra pageviews hits.
- Send events during checkout : order placed, paid, refunded...
- Manage dimensions about the environment, the customer, the product, the breadcrumb, etc...
- Support for Universal analytics enhanced ecommerce plugin : Product Impressions*, Product clicks*, Product details impressions, Promo impressions*, Promo clicks*, Addition and Removal from Cart, Checkout Steps, Transactions, Refunds
- Support a lot of custom dimensions (from product data, environment, customer, cart, breadcrumb, ..)
- Support for Universal analytics demographics data
- Support for a lot of options : Opt-Out, IP anonymization, User ID, referrer override, linker parameters, cookies options, allow anchor, always send referrer, sample rate, site speed sample rate, etc...
- New! Analytics Admin Dashboard : Simple for now, we will make it more usefull and complete in the next releases.
- Support Marketplace extensions : ShoppingFlux, Ess_M2ePro (Orders from those marketplaces extensions will be sent to GUA with a specific campaign)
- Support double tracking : One account for all stores (global scope), and one account for the store view
- Can manage Google remarketing tag
- Can manage Google dynamic remarketing through custom dimensions
- Can manage Google adwords tag

Functionnality missing ?

Please feel free to contact us, and maybe we could add it to our next release! chef@web-cooking.net

Installation

IMPORTANT NOTICE

Before installing any new extension to your production website, you have to respect those step:

1. Test the extension on a (recent) pre-production version of your website
2. If everything is alright on your preprod version: Create a backup of your production website, and go to step 3
3. Install the version on your website

Installation might cause issues because of specific server configuration, third-part installed modules, custom themes, core surcharges, etc ... That's why you must know what you are doing, and you must be able to rollback in case of problems. If you are not sure what to do, we advise you to order our Installation services, or ask a professional to install the extension for you.

Extension licence note

Webcooking offers a single installation by licence. It means only one magento installation may use the extensions. This magento instance may use Webcooking extension with unlimited stores. The Webcooking extension is linked with the default store domain (domain used to connect to administration).

The extension can also be used on unlimited development or pre-production instances of Magento. However, those Magento test instances must stay test environnement.

How to install the extension

Step 1: Preparations

- a. Download and uncompress extension
- b. If you want to install the extension on production site (live site) directly, please read the notice above.
- c. If you are installing the extension on production site (live site), create a backup
- d. Disable compilation if enabled. To disable compilation, go to Admin > System > Tools > Computation.

Step 2: Upload files

- a. Go to directory step1, step2 and upload its content to your Magento directory, using your FTP client. Make sure all files have been uploaded
- b. Go to directory step3 and upload its content to your Magento directory, using your FTP client. Make sure all files have been uploaded.
- c. Clear Magento Cache (Admin > System > Cache Management > Flush Magento Cache)
- d. Reindex Magento indexes
- e. Disconnect Magento Admin and reconnect

Step 3: CRONs management

Some extensions required some actions periodically. Magento manages this natively, but you need to configure it on your server when installing magento. If it has not been done, you should do it now:

Exemple of configuration for a Linux server: Connect via ssh to your server and execute:

```
crontab -e -u www-data
```

Replace www-data by the unix user used by apache (or nginx, or whatever is your web server) Add this line to the crontab:

```
***** cd /path/to/your/magento && sudo -u www-data sh cron.sh >> /path/to/your/logs/cron.log
```

Note

In most of cases, if you don't know what an option is for, you can leave the default settings.

Configuration

General Configuration

Google Universal Analytics

General configuration		
Active ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Google Analytics ID	<input type="text" value="UA-XXXXXX-X"/>	[VUE MAGASIN]
Add a global tracker ?	<input type="text" value="Oui"/>	[GLOBAL]
	▲ Optionnal. Usefull, If you want one tracker by stores, and one tracker that tracks all magento stores. Should be no in most cases.	
All stores Account	<input type="text" value="UA-YYYYYY-Y"/>	[GLOBAL]

Here are few steps to start with our extension:

Activate the extension.

Then, fill the Google Analytics ID, it starts by « UA » and you can find it in your GUA account.

If you have multiple stores, you can configure different IDs in the different store views scope. You can also set a global UA property if you enable the option « Add a global tracker » and fill the Google Analytics ID of your global account.

Google Tag Manager

Google Tag Manager (optionnal)		
Active ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Add container tag ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Container ID	<input type="text" value="GTM-XXXXX"/>	[VUE MAGASIN]

This is optionnal. If you don't want to use GTM, just leave it disabled.

Else, you should enable Google Tag Manager (note that Analytics part should be enable too, and the UA ID filled).

Then you can - or not - add the GTM container tag. If you have already setted up GTM manually or via another extension, then you can let this option off. In the other case, you should enable it, and fill the GTM Container ID (You got that ID by creating a container in GTM).

To see how to configure Google Tag Manager, see [Google Tag Manager Configuration](#).

Google Analytics Options

Note

Change this options only if you are an expert. Default settings fit usually well.

Analytics options		
<p> Follow this link, and this one for more informations about these options. Unused if GTM is active.</p>		
Tracker Name	<input type="text"/>	[VUE MAGASIN]
	▲ Leave empty to not use.	
Sample Rate	<input type="text" value="100%"/>	[VUE MAGASIN]
	▲ Specifies what percentage of users should be tracked. This defaults to 100 (no users are sampled out) but large sites may need to use a lower sample rate to stay within Google Analytics processing limits.	
Site Speed Sample Rate	<input type="text" value="1%"/>	[VUE MAGASIN]
	▲ This setting determines how often site speed tracking beacons will be sent. By default, 1% of users will be automatically be tracked. Note: Analytics restricts Site Speed collection hits for a single property to the greater of 1% of users or 10K hits per day in order to ensure an equitable distribution of system resources for this feature.	
Always send referrer ?	<input type="text" value="Non"/>	[VUE MAGASIN]
	▲ By default the HTTP referrer URL, which is used to attribute traffic sources, is only sent when the hostname of the referring site differs from the hostname of the current page. Enable this setting only if you want to process other pages from your current host as referrals.	
Allow Anchor ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
	▲ By default, analytics.js will search for custom campaign parameters such as utm_source, utm_medium, etc. in both the query string and anchor of the current page's URL. Setting this field to No will result in ignoring any custom campaign parameters that appear in the anchor.	
Cookie Name	<input type="text"/>	[VUE MAGASIN]
	▲ Leave empty to not use.	
Domaine du cookie	<input type="text"/>	[VUE MAGASIN]
	▲ Leave empty to not use.	

Transactions

Transactions		
Use Google Measurement Protocol to track transactions ?	Oui	[VUE MAGASIN]
▲ If set to yes, transaction will be sent to GUA via server-side communication (triggered by an event such as invoice creation, order creation, order status changed, ...). If set to no, transaction will be sent on success page (via JS).		
Track transactions on event :	Invoice is created	[VUE MAGASIN]
▲ (ignored if MP is disabled).		
Use store currency ?	Non	[VUE MAGASIN]
Transaction revenue amount : Include tax ?	Oui	[VUE MAGASIN]
Transaction revenue amount : Include shipping cost ?	Oui	[VUE MAGASIN]
Transaction shipping amount : Include tax ?	Oui	[VUE MAGASIN]
Transaction tax amount : Include shipping tax ?	Oui	[VUE MAGASIN]
Transaction item price amount : Include tax ?	Oui	[VUE MAGASIN]
Send children items (of configurable, bundle, ..) ?	Non	[VUE MAGASIN]

Google Measurement Protocol allows to send hits to GUA on server side (no JavaScript).

If *Use Google Measurement Protocol* is set on *No*, the transaction will be sent on checkout success page via JavaScript.

If the first parameter is set on *Yes*, the transaction will be sent on server side, triggered by an event such as invoice creation, order creation and other advanced events.

Use Store Currency

If set on « Yes », store currency is sent to GUA.

If set on « No », base currency is sent to GUA.

It is recommend to choose the base currency otherwise, GUA will convert itself when the hit is received, which could lead to amount's differences.

Enhanced Ecommerce

Enhanced Ecommerce		
Is enhanced ecommerce activated ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
	<small>▲ see documentation</small>	
Brand attribute	<input type="text"/>	[VUE MAGASIN]
Enabled checkout tracking ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
	<small>▲ You have to configure steps in Analytics admin, according to the configuration below.</small>	
Checkout Step : Cart Pageview	<input type="text" value="Not in checkout tracking"/>	[VUE MAGASIN]
Checkout Step : Checkout Pageview	<input type="text" value="1"/>	[VUE MAGASIN]
	<small>▲ Compatible with : /checkout/onepage, /onestepcheckout, /onepagecheckout, /firecheckout, /singlepagecheckout</small>	
Checkout Step : Login	<input type="text" value="Not in checkout tracking"/>	[VUE MAGASIN]
Checkout Step : Billing Address saved	<input type="text" value="2"/>	[VUE MAGASIN]
Checkout Step : Shipping Address saved	<input type="text" value="3"/>	[VUE MAGASIN]
Checkout Step : Shipment Method saved	<input type="text" value="4"/>	[VUE MAGASIN]
Checkout Step : Payment Method saved	<input type="text" value="5"/>	[VUE MAGASIN]
Enabled refund tracking ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Refund canceled order ?	<input type="text" value="Non"/>	[VUE MAGASIN]
	<small>▲ Refund canceled order on analytics. Note : This will not refund the order on Magento! Useless if tracking on invoices.</small>	
Track variant changes on product page ?	<input type="text" value="Non"/>	[VUE MAGASIN]
	<small>▲ If yes, a product details impression will be sent when selecting a variant on a configurable page view.</small>	
Export Product Data via API ?	<input type="text" value="Non"/>	[GLOBAL]
	<small>▲ Should be used if you have big product lists and want correct data for product impressions, see here for more informations. This is using Custom Data Sources. Schema to configure : ga:productSku,ga:productBrand,ga:productCategoryHierarchy,ga:productName,ga:product</small>	

Warning

Must match your GUA settings : If activated in GUA, must be activated in Magento and vice versa.

Note

Since 1.8.0, EE must be enabled.

Enhanced Ecommerce should be enabled if enabled in GUA's configuration, and disabled if not. If you need the tracking of impressions and clicks on products / promotions, please see the documentation, see Google Universal Analytics - Enhanced Ecommerce for Magento.

Checkout Steps

Ecommerce set-up

Enable Ecommerce Edit
 Status: ON
 Related Products: OFF

Enhanced Ecommerce Settings
 Enable Enhanced Ecommerce Reporting

Checkout Labeling PREMIUM
 Create labels for the checkout funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

FUNNEL STEPS

1. Edit X
2. Edit X
3. Edit X
4. Edit X
5. Edit X

+

Checkout steps have to be configure in GUA. Please, see the picture below

Export Data via API

Touch this option only if you are an expert.

Custom Dimension & Metrics

When you create a dimension in GUA, it will be given to you a number. In the settings below, you just have to indicate the number previously given to you in GUA.

Note: GUA enables you to create 20 dimensions. To use more, you will need to go premium (in GUA).

Custom Dimensions & Metrics

Note : If you have no GUA premium account,

Environment data

Page Handle	No dimension	[VUE MAGASIN]
Is demo store ?	No dimension	[VUE MAGASIN]
GA Client Id	No dimension	[VUE MAGASIN]
Mage Session ID	No dimension	[VUE MAGASIN]
	▲ This not the real magento session ID, but a session ID generated for this extension. (For security reasons)	
Timestamp	No dimension	[VUE MAGASIN]
Google Session ID	No dimension	[VUE MAGASIN]
	▲ Timestamp value. On a session level, last timestamp will be the session ID.	

Breadcrumb data

Breadcrumb ID #1	No dimension	[VUE MAGASIN]
Breadcrumb ID #2	No dimension	[VUE MAGASIN]
Breadcrumb ID #3	No dimension	[VUE MAGASIN]
Breadcrumb ID #4	No dimension	[VUE MAGASIN]
Breadcrumb ID #5	No dimension	[VUE MAGASIN]
Breadcrumb Label #1	No dimension	[VUE MAGASIN]
Breadcrumb Label #2	No dimension	[VUE MAGASIN]
Breadcrumb Label #3	No dimension	[VUE MAGASIN]
Breadcrumb Label #4	No dimension	[VUE MAGASIN]
Breadcrumb Label #5	No dimension	[VUE MAGASIN]
Page Name	No dimension	[VUE MAGASIN]
Page ID	No dimension	[VUE MAGASIN]

Customer data

Is customer logged in ?	No dimension	[VUE MAGASIN]
	▲ Warning : Sending customer information to Google analytics may be in violation of Google's Term of Service Please check current Google's Term of Service before using this option.	
ID de client	No dimension	[VUE MAGASIN]
	▲ Warning : Sending customer information to Google analytics may be in violation of Google's Term of Service Please check current Google's Term of Service before using this option.	
Email du client	No dimension	[VUE MAGASIN]
	▲ Warning : Sending customer information to Google analytics may be in violation of Google's Term of Service Please check current Google's Term of Service before using this option.	
Nom du client	No dimension	[VUE MAGASIN]
	▲ Warning : Sending customer information to Google analytics may be in violation of Google's Term of Service Please check current Google's Term of Service before using this option.	
Customer Gender	No dimension	[VUE MAGASIN]
Customer Postal Code	No dimension	[VUE MAGASIN]
Customer Group ID	No dimension	[VUE MAGASIN]
Customer Group Name	No dimension	[VUE MAGASIN]
Customer Orders Count	No dimension	[VUE MAGASIN]
	▲ Will count only the orders with a complete state.	
Customer Last Purchase Date	No dimension	[VUE MAGASIN]
	▲ Customer Last Purchase (with a complete state) Date.	
Customer Spent Amount	No dimension	[VUE MAGASIN]
	▲ Will sum amounts of the orders with a complete state.	

Product data		
ID de produit	<input type="text" value="No dimension"/>	[VUE MAGASIN]
Réf. Produit	<input type="text" value="No dimension"/>	[VUE MAGASIN]
Nom du produit	<input type="text" value="No dimension"/>	[VUE MAGASIN]
Product Cost	<input type="text" value="No dimension"/>	[VUE MAGASIN]
	▲ Warning : By using this custom dimension, anyone will be able to see this sensible data by viewing the code source of your product view page	
Product Price	<input type="text" value="No dimension"/>	[VUE MAGASIN]
Product Profit	<input type="text" value="No dimension"/>	[VUE MAGASIN]
	▲ Warning : By using this custom dimension, anyone will be able to see this sensible data by viewing the code source of your product view page	
Cart data		
Cart ID	<input type="text" value="No dimension"/>	[VUE MAGASIN]
Cart Grand Total	<input type="text" value="No dimension"/>	[VUE MAGASIN]
Cart Items count	<input type="text" value="No dimension"/>	[VUE MAGASIN]
	▲ Qty of different items in cart	
Cart Items qty	<input type="text" value="No dimension"/>	[VUE MAGASIN]
	▲ Total qty of items in cart	
Remarketing data		
Prod Id	<input type="text" value="No dimension"/>	[VUE MAGASIN]
	▲ (Can be used for retail dynamic remarketing).	
Page Type	<input type="text" value="No dimension"/>	[VUE MAGASIN]
	▲ (Can be used for retail dynamic remarketing).	
Total Value	<input type="text" value="No dimension"/>	[VUE MAGASIN]
	▲ (Can be used for retail dynamic remarketing).	
Other extensions		
AW_Points - Points used	<input type="text" value="No dimension"/>	[VUE MAGASIN]
Unirgy_Dropship - Vendor	<input type="text" value="No dimension"/>	[VUE MAGASIN]

Events

Based on your needs, you can enable or not those events:

Events		
Track customer registration ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Track customer login ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Track customer logout ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Track add product to cart ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
	▲ This configuration is only used if Enhanced Ecommerce is disabled.	
Track remove product from cart ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Track add coupon to cart ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Sharing wishlist ?	<input type="text" value="Non"/>	[VUE MAGASIN]
Add product to wishlist ?	<input type="text" value="Non"/>	[VUE MAGASIN]
Track subscribe to newsletter ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Track unsubscribe to newsletter ?	<input type="text" value="Non"/>	[VUE MAGASIN]
Track estimate Shipping ?	<input type="text" value="Oui"/>	[VUE MAGASIN]
Track when order status changed ?	<input type="text" value="Non"/>	[VUE MAGASIN]
Track when add product to compare list ?	<input type="text" value="Non"/>	[VUE MAGASIN]
Track when remove product from compare list ?	<input type="text" value="Non"/>	[VUE MAGASIN]
Track time spent on page ?	<input type="text"/>	[VUE MAGASIN]
	▲ In seconds. Comma separated. Leave empty to disable. Example : 15, 30, 45, 60, 90, 120, 180, 300, 600	

Extra Pageviews

Like events, you can choose depending on your needs.

It can help you in many ways. For example, you can use them to create conversions.

Extra Pageviews		
Checkout Onepage steps ?	<input type="text" value="Oui"/> ▲ Will send pageviews : /checkout/onepage/saveBilling, /checkout/onepage/saveShipping, /checkout/onepage/savePayment, /checkout/onepage/saveShippingMethod on Checkout Onepage.	[VUE MAGASIN]
Customer Login Success ?	<input type="text" value="Non"/> ▲ Will send pageview : /customer/login/success on Customer Login.	[VUE MAGASIN]
Customer Registration ?	<input type="text" value="Oui"/> ▲ Will send pageview : /customer/register/success on Customer Registration.	[VUE MAGASIN]
Newsletter Subscribe ?	<input type="text" value="Oui"/> ▲ Will send pageview : /customer/newsletter/subscribe on Customer Subscription	[VUE MAGASIN]
Newsletter Unsubscribe ?	<input type="text" value="Oui"/> ▲ Will send pageview : /customer/newsletter/unsubscribe on Customer Unsubscription	[VUE MAGASIN]
Submitted contact form ?	<input type="text" value="Oui"/> ▲ Will send pageview : /contacts/submitted on Contact Form Submission	[VUE MAGASIN]
Order Invoiced ?	<input type="text" value="Non"/> ▲ Will send pageview : /gua/order/invoiced when an order is invoiced	[VUE MAGASIN]
Order Created ?	<input type="text" value="Non"/> ▲ Will send pageview : /gua/order/created when an order is placed	[VUE MAGASIN]
Order Refunded ?	<input type="text" value="Non"/> ▲ Will send pageview : /gua/order/refunded when an order is refunded	[VUE MAGASIN]

Custom Tags

Tags in JavaScript. Use only if you are an expert.

Custom tags		
Before Pageview	<div style="border: 1px solid #ccc; height: 100px;"></div>	[VUE MAGASIN]
After Pageview	<div style="border: 1px solid #ccc; height: 100px;"></div>	[VUE MAGASIN]

Google Adwords

ID provided by Google Adwords.

Adwords tag

Add adwords tag ?	<input type="text" value="Non"/>	[VUE MAGASIN]
Conversion Id	<input type="text"/>	[VUE MAGASIN]
Conversion Label	<input type="text"/>	[VUE MAGASIN]
Conversion Value	<input type="text" value="1"/>	[VUE MAGASIN]

▲ Leave empty to use order grand total amount

Google Remarketing

ID provided by Google Remarketing.

Remarketing tag

Add remarketing tag ?	<input type="text" value="Non"/>	[VUE MAGASIN]
Conversion Id	<input type="text"/>	[VUE MAGASIN]
Use product ID instead of SKU ?	<input type="text" value="Non"/>	[VUE MAGASIN]

Tools

Outils

Enable logging ?	<input type="text" value="Non"/>	[GLOBAL]
------------------	----------------------------------	----------

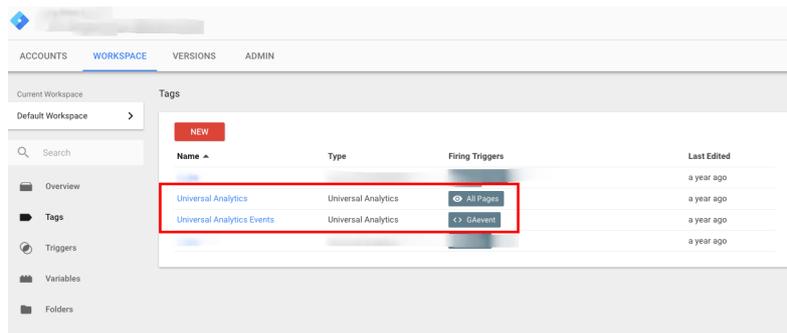
Here you can choose to activate or not the logs for Measurement Protocol. it is only for debugging. Do not use in production environment or temporarily.

Google Tag Manager Configuration

Note

This part is only useful if you enabled GTM in the extension's configuration, see Google Tag Manager.

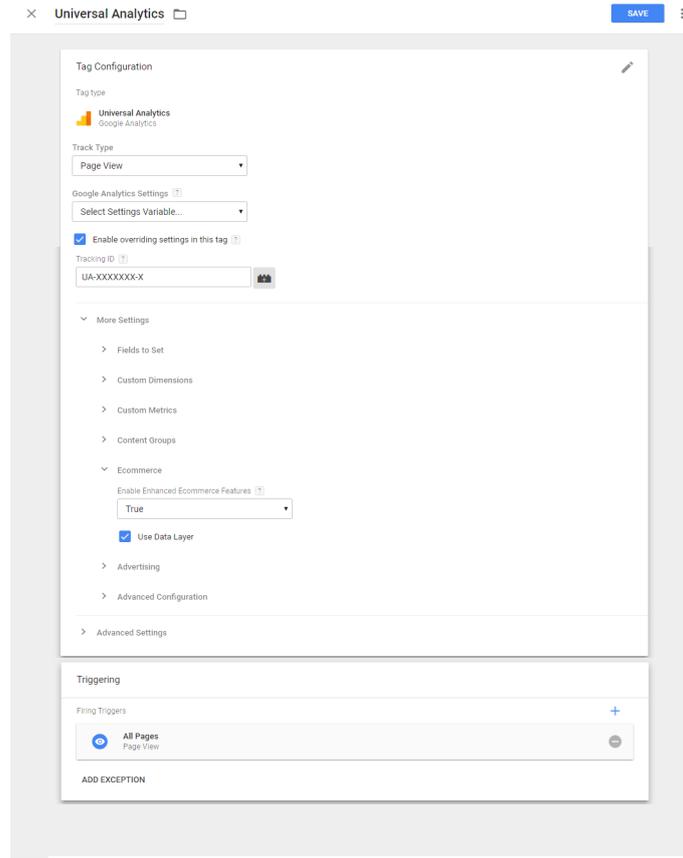
You'll need two tags so our extension can work with GTM : Pageviews Tag and Events Tag



Pageviews Tag

Easiest first, the pageview tag. You just need to create a tag with this configuration :

1. Tag type : Universal Analytics
2. ID : Your GUA ID (UA-XXXXXX-X)
3. Hit Type : Pageview
4. Enhanced ecommerce checked and "Use data layer" checked. (Optional but recommended. Should match your GA/Magento's configuration)
5. Trigger : All pages

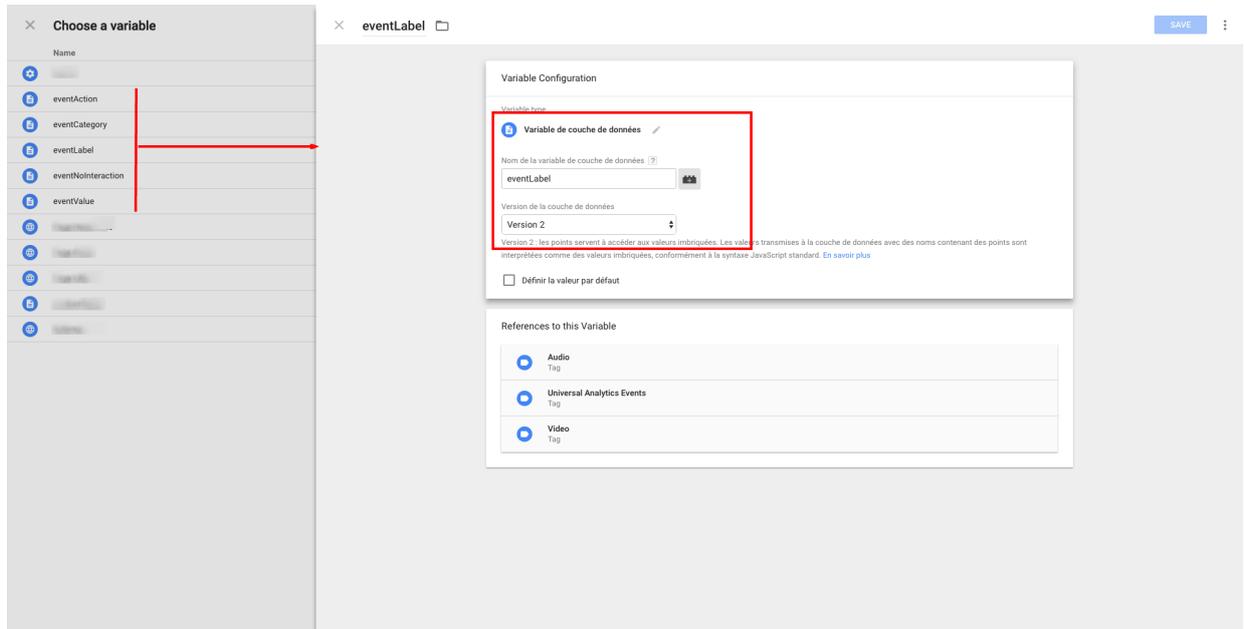


Events Tag

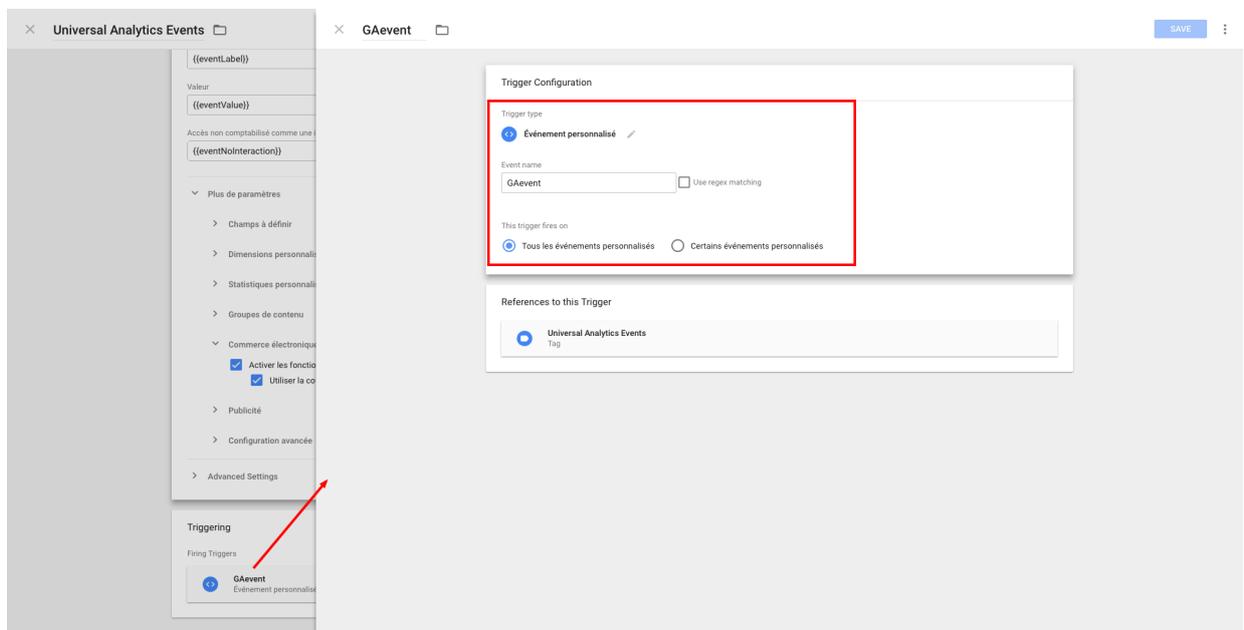
For this tag you will need to create data layer variables and a custom event.

Data layer variables are :

1. eventAction
2. eventCategory
3. eventLabel
4. eventValue
5. eventNoInteraction



Custom event name is **GAevent**



Once it's done, you can create your GTM tag with this configuration :

1. Tag type : Universal Analytics
2. ID : Your GUA ID (UA-XXXXXX-X)
3. Category : {{eventCategory}}
4. Action : {{eventAction}}
5. Label : {{eventLabel}}
6. Value : {{eventValue}}
7. Non-Interaction Hit : {{eventNoInteraction}}
8. Enhanced ecommerce checked and "Use data layer" checked. (Optional but recommended. Should match your GA/Magento's configuration)
9. Trigger : GAevent

Universal Analytics Events

Tag Configuration

Tag type
 Universal Analytics
 Google Analytics

Track Type
 Event

Event Tracking Parameters

Category
 {{eventCategory}}

Action
 {{eventAction}}

Label
 {{eventLabel}}

Value
 {{eventValue}}

Non-Interaction Hit
 {{eventNonInteraction}}

Google Analytics Settings
 Select Settings Variable...

Enable overriding settings in this tag

Tracking ID
 UA-XXXXXXXX-X

More Settings

- Fields to Set
- Custom Dimensions
- Custom Metrics
- Content Groups
- Ecommerce
 - Enable Enhanced Ecommerce Features
 True
 - Use Data Layer
- Advertising
- Advanced Configuration

Advanced Settings

Triggering

Firing Triggers

GAevent
 Custom Event

Note

Don't forget to save all your modifications and to publish before testing !

Google Universal Analytics - Enhanced Ecommerce for Magento

Enhanced Ecommerce : Click and Impressions configuration

Note

These modifications are optional! Without it, you will just not have impressions & clicks informations.

You will need to add some modification to your theme if you want to benefit fully the Enhanced Ecommerce plugin. You will find on this page the documentation to manage Product Impressions, Product clicks, Promotion Impressions and Promotions clicks

Product click & impression tracking

You'll have to add a PHP code whenever a link to a product view is displayed. For example, you'll want to start with catalog/product/list.phtml template.

To track a product clicks, you'll have to add this code :

```
<?php echo Mage::helper('googleuniversalanalytics/ecommerce')->getProductLinkData($_product, false, $_iterator) ?>
```

The parameters of getProductLinkData method are :

1. The product. Required. This must be a 'catalog/product' model.
2. The list name. Optional. If you leave it to false, our extension will try to guess a list name. For example : "Category Electronics Product List".
3. The position of the product on the list. Optional. On list.phtml template, you will want to use \$_iterator variable for list mode, and \$i for grid mode.

You have to place this code whenever a link product is displayed in a list, inside the <a> tag, for example :

```
<a <?php echo Mage::helper('googleuniversalanalytics/ecommerce')->getProductLinkData($_product, false, $_iterator) ?> href="<?php echo $_product->getProductUrl() ?>" title="<?php echo $_productNameStripped; ?>">
```

Promo click & impression tracking

You'll have to add a PHP code whenever a link to a promo is displayed.

To track a promo clicks, you'll have to add this code :

```
<?php echo Mage::helper('googleuniversalanalytics/ecommerce')->getPromoLinkData('PROMO12', 'Summer Sale', 'sbanner2', 'banner_slot1') ?>
```

The parameters of getPromoLinkData method are :

1. The promotion ID. Required.
2. The promotion name. Optionnal.
3. The creative associated with the promotion (e.g. summer_banner2).
4. The position of the promotion. Optionnal.

You have to place this code whenever a link to promo is displayed, inside the <a> tag, for example :

```
<a <?php echo Mage::helper('googleuniversalanalytics/ecommerce')->getPromoLinkData('PROMO12', 'Summer Sale', 'sbanner2', 'banner_slot1') ?> href="<?php echo $this->getUrl('promotions') ?>" title="<?php echo $this->__( 'Summer Sales !'); ?>">
```

Notes You may want to factorize this code to get it more clean, and shorter. For example, you can add this code on the top of your template :

```
$_guaEc = Mage::helper('googleuniversalanalytics/ecommerce');
```

So you can replace Mage::helper('googleuniversalanalytics/ecommerce') with \$_guaEc in the codes above, for example :

```
<?php echo Mage::helper('googleuniversalanalytics/ecommerce')->getPromoLinkData('PROMO12', 'Summer Sale', 'sbanner2', 'banner_slot1') ?>
```

will become :

```
<?php echo $_guaEc->getPromoLinkData('PROMO12', 'Summer Sale', 'sbanner2', 'banner_slot1') ?>
```

Better, isn't it ?

Finally, we are sorry to put your hands into the code, it should be our job! However, we cannot detect all your promotions, and product's impressions/links :) Especially since you have a very customized (and so beautiful) theme, right ?

We hope our extension will help you in your business! Cheers!