

Google Analytics 4 for Magento2

version 1.0.0

SAS WEB COOKING

mai 19, 2023

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Welcome to Google Analytics 4 for Magento2's documentation!

Introduction

Google Analytics 4 extension for Magento allows you to use GA4 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 GA4 (order success page or on invoice/order creation). GA4 extension allows you also to track event like customer registration/login/logout, add product to cart, ...

- Use the new Google Analytics 4 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 Google Analytics 4 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 Google Analytics 4 demographics data
- Support for a lot of options : Opt-Out, User ID, referrer override, 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 GA4 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 steps :

1. Test the extension on a pre-production version of your website
2. If everything is working fine on your preprod version: Create a backup of your production website.
3. Install the extension 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 as long as it stays test environnements.

How to install the extension

Step 1: Preparations

- a. Download extension, and its dependencies (every extension has at least Webcooking_Core extension as dependency)
- 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 before installation.
- d. If you don't have any [local composer repository](#), create one. Here is a local composer repository example :

```
[...]
"repositories": {
  [...]
  "local": {
    "type": "path",
    "url": "extensions/*/*"
  },
  [...]
},
[...]
```

Step 2: Deploy files

- a. Uncompress the archives content to your Magento local repository folder. For example: `mkdir extensions/Webcooking/Core && unzip Webcooking_Core.php -d extensions/Webcooking/Core`
- b. Run `composer require webcooking/extension_name you can find extension_name in composer.json file`
- c. Run `bin/magento module:enable --clear-static-content Webcooking_ExtensionName you can find ExtensionName in registration.php file`
- d. Run `bin/magento setup:upgrade`
- e. Run `bin/magento setup:di:compile`
- f. Run `bin/magento cache:flush`

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:

See [this link](#)

Note

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

Configuration

General Configuration

General configuration

Active (store view) Oui Use system value

Google Analytics ID (store view) G-WEBCOOKING
G-XXXXXXXXXX

Measurement Protocol API Secret (store view)

You can find it (or create it) in Google Analytics : Admin > Data Streams > choose your stream > Measurement Protocol

Add a global tracker ? (for all stores) (store view) Non

Queue Measurement Protocol events (store view) Oui
Prefer "Yes" for performance. "No" will ensure hits to be sent right on time (even if you have some cron issue).

Here are few steps to start with our extension:

Activate the extension.

Then, fill the Google Analytics 4 ID, it starts by « G- » and you can find it in your GA4 account.

Then, fill the API Secret, it starts by « G- ». To create or retrieve your secret, navigate to your GA4 account: *Admin > Data Streams > choose your stream > Measurement Protocol > Create*

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.

You can enable the queue. It will store the events in database and send them asynchronously.

Google Tag Manager

Google Tag Manager

Active (store view) Oui

Add container tag (store view) Oui

Container ID (store view) GTM-WEBCOOKING

This is optional. 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 GA4 ID & API Secret filled ! It will be used for server-side events).

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 [gtm](#).

Google Analytics Options

Note

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

Google Analytics Options

Cookie Domain (store view)
Leave empty to not use.

Cookie Expiration (store view)
Leave empty to not use.

Cookie Prefix (store view)
Leave empty to not use.

Cookie Update (store view)
Leave empty to not use.
When cookie update is set to true (the default value), gtag.js will update cookies on each page load. This will update the cookie expiration to be set relative to the most recent visit to the site. For example, if cookie expiration is set to one week, and a user visits using the same browser every five days, the cookie expiration will be updated on each visit and so will effectively never expire. When set to false, cookies are not updated on each page load. This has the effect of cookie expiration being relative to the first time a user visited the site.

Cookie Flags (store view)
Leave empty to not use.

Enable opt-out (store view)
You will need to add a link in your theme: `Click here to opt-out of Google Analytics`

Use magento cookie restriction (store view)
If yes and cookie restriction is on, analytics will not be used until user accepts cookies.

Debug mode (store view)
Debug mode is used to test the analytics code.

Exclude Referral Domains (store view)
1 domain per line. Warning, this will rewrite document.referrer variable.

Ecommerce

Ecommerce options

Use Google Measurement Protocol to track transactions (store view)
If set to yes, transaction will be sent to GA4 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).

Brand attribute (store view)

Track transactions on event: (store view)
If set to yes, transaction will be sent to GA4 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).

Use store currency (store view)

Transaction revenue amount: Include tax (store view)

Transaction revenue amount: Include shipping cost (store view)

Transaction shipping amount: Include tax (store view)

Transaction tax amount: Include shipping tax (store view)

Transaction item price amount: Include tax (store view)

Send children items (of configurable, bundle, ...) (store view)

Enabled refund tracking (store view)

Refund canceled order (store view)
Refund canceled order on analytics. Note: This will not refund the order on Magento! Unless if tracking on invoices.

Track variant changes on product page (store view)
If yes, a product details impression will be sent when selecting a variant on a configurable page view.

Google Measurement Protocol allows to send hits to GA4 on server side (no JavaScript).

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

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, order status change and other advanced events.

Use Store Currency

If set on « Yes », store currency is sent to GA4.

If set on « No », base currency is sent to GA4.

It is recommend to choose the base currency, else GA4 will convert itself when the hit is received, which could lead to amount's differences.

Custom Dimension

Based on your needs, you can enable or not those properties, it will be sent with your events :

Custom Dimensions ⊙

Environment data

Page Handle (store view)

Is demo store (store view)

GA Client Id (store view)

Timestamp (store view)

Mage Session ID (store view)
This is not the real magento session ID, but a session ID generated for this extension. (For security reasons)

Google Session ID (store view)
Timestamp value. On a session level, last timestamp will be the session ID.

Breadcrumb data

Breadcrumb ID #1 (store view)

Breadcrumb ID #2 (store view)

Breadcrumb ID #3 (store view)

Breadcrumb ID #4 (store view)

Breadcrumb ID #5 (store view)

Breadcrumb Label #1 (store view)

Breadcrumb Label #2 (store view)

Breadcrumb Label #3 (store view)

Breadcrumb Label #4 (store view)

Breadcrumb Label #5 (store view)

Page Name (store view)

Page Id (store view)

Customer data

Is customer logged in (store view)
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 ID (store view)
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 Name (store view)
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 (store view)

Customer Postal code (store view)

Customer Orders Count (store view)
Will count only the orders with a complete state.

Customer Last Order Date (store view)
Customer Last Purchase (with a complete state) Date.

Customer Spent Amount (store view)
Will sum amounts of the orders with a complete state.

Customer other attributes (store view)

Attribute	Action
<input type="text" value="Gender"/>	
<input type="text" value="Group"/>	

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.

Product data

Product ID (store view) (Can be used for retail dynamic remarketing).

Product Sku (store view) (Can be used for retail dynamic remarketing).

Product Name (store view)

Product Cost (store view) Warning : This field will be sent via MP only, and will never be displayed in your pages source code

Product Price (store view)

Product Profit (store view) Warning : This field will be sent via MP only, and will never be displayed in your pages source code

Product Profit (%) (store view) Warning : This field will be sent via MP only, and will never be displayed in your pages source code

Product other attributes (store view)

Attribute	Action
Activity	

Cart data

Cart ID (store view)

Cart Grand Total (store view)

Cart Items count (store view) Qty of different items in cart

Cart Items qty (store view) Total qty of items in cart

Cart Coupon Code (store view)

Events

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

Events

Track customer registration (store view)

Track customer login (store view)

Track customer logout (store view)

Track remove product from cart (store view)

Track add coupon to cart (store view)

Sharing wishlist (store view)

Add product to wishlist (store view)

Track subscribe to newsletter (store view)

Track unsubscribe to newsletter (store view)

Track when order status changed (store view)

Track when add product to compare list (store view)

Track when remove product from compare list (store view)

Track time spent on page (store view)

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

Warning: Don't enable too much events: Analytics quota is 500 hits per session. If you have too many events enabled, some customer could reach this quota and you could miss transactions...

Customer Login Success <small>(store view)</small>	Non	Will send pageview: /customer/login/success on Customer Login.
Customer Registration <small>(store view)</small>	Oui	Will send pageview: /customer/register/success on Customer Registration.
Newsletter Subscribe <small>(store view)</small>	Oui	Will send pageview: /customer/newsletter/subscribe on Customer Subscription
Newsletter Unsubscribe <small>(store view)</small>	Oui	Will send pageview: /customer/newsletter/unsubscribe on Customer Unsubscription
Submitted contact form <small>(store view)</small>	Oui	Will send pageview: /contacts/submitted on Contact Form Submission
Order Created <small>(store view)</small>	Non	Will send pageview: /ga4/order/created when an order is placed
Order Refunded <small>(store view)</small>	Non	Will send pageview: /ga4/order/refunded when an order is refunded
Order Invoiced <small>(store view)</small>	Non	Will send pageview: /ga4/order/invoiced when an order is invoiced

Custom Tags

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

Custom tags

Before Pageview <small>(store view)</small>	<input type="text"/>
After Pageview <small>(store view)</small>	<input type="text"/>

Google Adwords

ID provided by Google Adwords.

Adwords tag

Add adwords tag <small>(store view)</small>	Non	<input checked="" type="checkbox"/> Use system value
Conversion Id <small>(store view)</small>	<input type="text"/>	
Conversion Label <small>(store view)</small>	<input type="text"/>	
Conversion Value <small>(store view)</small>	1	Leave empty to use order grand total amount
Send Grand Total Incl. Tax <small>(store view)</small>	Oui	
Send Grand Total Incl. Shipping <small>(store view)</small>	Oui	

Google Remarketing

ID provided by Google Remarketing.

Remarketing tag

Add remarketing tag <small>(store view)</small>	Non	
Conversion Id <small>(store view)</small>	<input type="text"/>	
Use product ID instead of SKU <small>(store view)</small>	Non	
Show Configurable Product <small>(store view)</small>	Non	If yes, it will send configurable and simples products. If no, it will send only simples products.

Tools

Tools

Enable logging <small>(store view)</small>	Oui
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Here you can choose to activate or not the logs for Measurement Protocol. it is only for debugging. Do not use in production environnement or temporarily.

Impressions & Clicks

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 use the `ViewModel` `webcooking\GoogleAnalytics4\ViewModel\Impressions` 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 :

```
<?= /* @noEscape */ $impressionViewModel->getProductLinkData($_product) ?>
```

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 list ID. Optional. If you leave it to false, our extension will try to guess a list name. For example, the category ID.
4. 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 <?= /* @noEscape */ $impressionViewModel->getProductLinkData($_product) ?>
href="<?= $escaper->escapeUrl($_product->getProductUrl()) ?>"
class="product photo product-item-photo"
tabindex="-1">
```

Promo click & impressions 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 :

```
<?= /* @noEscape */ $impressionViewModel->getPromoLinkData('PROMO12', 'Summer Sale', 'sbanne
```

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 <?= /* @noEscape */ $impressionViewModel->getPromoLinkData('PROMO12', 'Summer Sale', 'sba
href="<?php echo $this->getUrl('promotions') ?>" title="<?php echo $this->__('Summer Sales !
```

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!

Note

If you can't find your answers here, feel free to contact : chef at web-cooking dot net

Troubleshooting

Transactions are not linked to the user session

In some cases, this can be a normal situation. For example if you want to track admin orders. But in most cases, this is an anormal situation that should be fixed. Here are the possible issues and fixes :

1. `_ga` cookie never gets to the backend : Check your server configuration. In most case, Varnish or another proxy is removing `_ga` cookie before sending it to the web server.
2. Check your "Cookie domain name" and "Cookie prefix" in our extension's configuration (Options tab)