**Google Analytics – eCommerce Recommendations**

**Implementing Google Analytics Ecommerce Tracking**

Here are the instructions to implement a tracking tag to track ecommerce conversions via google tag manager.

Copy and paste this code **before** the google tag manager container appears on code all order confirmation pages - "/checkout/onepage/success/". This code will serve as the dataLayer – a sort-of global array of variables that Google Tag Manager can understand.

All the variables in the blue are required for the code to fire.

The first block of code represents information for the entire transaction.

The subsequent blocks of code represents information for each individual item.

**IMPORTANT TIPS:**

Make sure that the values retrieved from your merchant software do not contain currency identifiers such as $, £, and € to numerical values.

Values also should not include numerical separators for values such as 1000.

All fields are technically required, but can be left blank (although we recommend you use them). If you would like to leave one of the optional (colored in black) variable values empty, simply delete the space in between the two single quotes.

<script>

dataLayer = [{

'transactionId': ' ',

'transactionAffiliation': ' ',

'transactionTotal': ' ',

'transactionTax': ' ',

'transactionShipping': ' ',

'transactionProducts':

}

[{

'sku': ' ',

'name': ' ',

'category': ' ',

'price': ' ',

'quantity': ' '

}

,{

'sku': ' ',

'name': ' ',

'category': ' ',

'price': ' ',

'quantity': ' '

}]

}];

</script>

**Here are the required variables and their corresponding formats.**

**Transaction Data**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Description** | **Type** |
| transactionId  | Unique transaction identifier | string |
| transactionAffiliation  | Partner or store | string |
| transactionTotal  | Total charge for transaction | numeric |
| transactionShipping  | Shipping charge for the transaction | numeric |
| transactionTax  | Tax amount for the transaction | numeric |
| transactionProducts  | List of items purchased in the transaction | array of Product objects |

**Product Data**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Description** | **Type** |
| Name | Product name | string |
| SKU | Product SKU | string |
| Category | Product category | string |
| Price | Unit price | numeric |
| Quality | Number of items | numeric |

**Here’s a mock example of possible values:**

..

<body class=" cms-index-index cms-home">

<script>

dataLayer = [{

'transactionId': '1330188',

'transactionAffiliation': 'Hurricane Golf',

'transactionTotal': '99.99',

'TransactionTax': '6.25',

'transactionShipping': '9.99',

'transactionProducts': [{

'sku': '1813',

'name': 'TaylorMade R1 Driver,

'category': 'Drivers',

'price': '7878',

'quantity': '1'

}

,{

'sku': '3196',

'name': 'TaylorMade R1 Driver,

'category': 'Drivers',

'price': '99.99',

'quantity': '1'

}]

}];

</script>

<!-- Google Tag Manager -->

<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-MPZRF8"

height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>

<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=

'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);

})(window,document,'script','dataLayer','GTM-MPZRF8');</script>

<!-- End Google Tag Manager -->

 <div class="no-display">..

Source: <https://support.google.com/tagmanager/answer/3002596?hl=en>