

mageants

GOOGLE ANALYTICS

MAGENTO 2

Analytics - Magento 2

USER MANUAL

Supported Version: 2.0, 2.1, 2.2, 2.3, 2.4

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support@mageants.com



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Preface

Using Google Analytics 4 (GA4) Extension, you will be able to view and track your website performance by collecting events using your Google Tag Manager Account. Magento 2 Google Analytics 4 (GA4) Extension is a straightforward module because we simply need to create Google Tag Manager account and get the tracking code and add it to your Magento 2 store. Using this account you can easily track your transactions, adds-to-cart products, wishlist products and many other events.

This extension is providing below functionalities.

- The admin can choose the product identifier variable from the backend
- Generate JSON file with a single click
- Observe shopping cart & checkout All events
- The admin can choose to calculate the success page total
- Monitor customer account events Like Login, sign up.
- Order Success Page Total Calculation (subtotal / grandtotal)
- Measurement Protocol Tracking for Item View
- Measurement Protocol Tracking for Purchase
- Measurement Protocol Tracking for Wishlist/ompare product.



Installation:

There are two ways of installing extension in magento2.

- Using COMMAND LINE.
- Manually Install extension.
- Option 1: Magento 2 install extension using COMMAND LINE (Recommended)

Follow below steps to install extension from the command line.

Step 1: Download the extension and unzip it.

- **Step 2:** Upload it to code directory in your magento installation's app directory If code directory does not exists then create.
- **Step 3:** Disable the cache under System -> Cache Management.
- Step 4: Enter the following at the command line: php bin/magento setup:upgrade
- Step 5: Once you complete above steps log out and log in back to the admin panel and switch to Stores -> Configuration -> Mageants → Analytics the module will be displayed in the admin panel.



Option 2: Magento 2 install extension manually

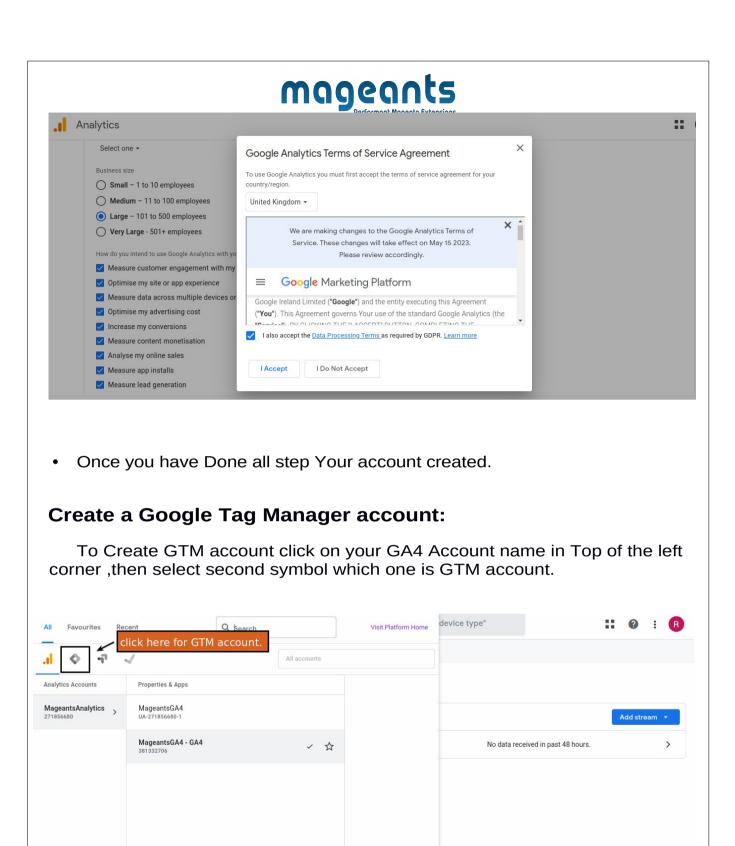
- **Step 1:** Download the extension and unzip it.
- **Step 2:** Upload it to code directory in your magento installation's app directory If code directory does not exists then create.
- Step3: Disable the cache under System->Cache Management Edit app/etc/config.php file and add one line code: ' Mageants_ Analytics => 1.
- **Step 4:** Disable the cache under System -> Cache Management
- Step 5: Once you complete above steps log out and log in back to the admin panel and switch to Stores -> Configuration -> Mageants → Analytics, the module will be displayed in the admin panel.



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~	Technical support Let Google technical support repre	sentatives access your Google A	nalytics data and account when	necessary to provide service	and find solutions to technica	l issues.			
~	Account specialists Give Google sales access to your G across Google Analytics and other		it so that they can help you mak	te the most of your Google Ar	alytics account including to he	elp you to improve your configurat	ion and analysis and to provide you with	insights, optimisation tips and recommendatio	ns
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Analytics Property setup		
Property details A property represents a business's web and/or app data. An		
*Navigate to your Firebase account if you want to create a n		
Create a Google Analytics 4 property to measure you Property name		
mageantsGA4	Add Property name	
Reporting time zone United Kingdom ← (GMT+00:00) GMT ←		
Currency British Pound (£) ◄		
You can edit these property details later in Admin		
Show advanced options 🔶 Click Here t	to add Your Property with GA4	
Next Back		
	©2023 Google Analytics home Terms of Service Privacy policy 🎞 Send feedback	
Add your website's	s Url to the first box.	
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About your business	
Business information	
Help us tailor your experience by answering the following.	
Industry category Select one	
Business size O Small – 1 to 10 employees	
Medium - 11 to 100 employees	
Large – 101 to 500 employees	
Very Large - 501+ employees	
How do you intend to use Google Analytics with your business? (Tick all that apply) $% \label{eq:google_state}$	
Measure customer engagement with my site or app Optimize my site or app experience	
 Optimise my site or app experience Measure data across multiple devices or platforms 	
Optimise my advertising cost	
Increase my conversions	
 Measure content monetisation Analyse my online sales 	
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- If you not have any GTM account you see get started button click on this button.
- Now your redirect to GTM account page now click on create account button.
- For add a new account add account name ,Country in Account Setup sec tion
- now add Container name and select Target platform in Container Setup section.then click on create button.

Add a New Account Account Setup Account Name Magenis Currur United Kingdom © Share data anonymously with Google and others © Container Setup
Account Name Mageants Country United Kingdom Share data anonymously with Google and others (*) Container Setup
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× Google Tag Manager Terms of Service Agreement No Yes • You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service: .
 You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service: to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity; to disable, interfere with or circumvent any aspect of the Service; to upload any data to Google Tag Manager that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google, or to access any other Google product or service in a manner that violates their respective terms. Your use of the Platform Home is subject to the Platform Home Additional Terms available at https://support.google.com/marketingplatform/answer/9047313
You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service: 1. to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity; 2. to disable, interfere with or circumvent any aspect of the Service; 3. to upload any data to Google Tag Manager that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google, or 4. to access any other Google product or service in a manner that violates their respective terms. Your use of the Platform Home is subject to the Platform Home Additional Terms available at https://support.google.com/marketingplatform/answer/9047313 (or such other URL as Google may provide) and as modified from time to time (the "Platform Home Terms"). To the extent Your use of the Service is within scope, You and Google agree to the Google Ads Data Processing Terms, except as expressly permitted https://privacy.google.com/businesses/processorterms (the "Processing Terms"). Google will not modify the Processing Terms, except as expressly permitted https://privacy.google.com/businesses/processorterms (the "Processing Terms").
You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service: 1. to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity; 2. to disable, interfere with or circumvent any aspect of the Service; 3. to upload any data to Google Tag Manager that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google, or 4. to access any other Google product or service in a manner that violates their respective terms. Your use of the Platform Home is subject to the Platform Home Additional Terms available at https://support.google.com/marketingplatform/answer/9047313 (or such other URL as Google may provide) and as modified from time to time (the "Platform Home Terms"). To the extent Your use of the Service is within scope, You and Google agree to the Google Ads Data Processing Terms, except as expressly permitted under the Processing Terms.
You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service: 1. to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity; 2. to disable, interfere with or circumvent any aspect of the Service; 3. to upload any data to Google Tag Manager that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google, or 4. to access any other Google product or service in a manner that violates their respective terms. Your use of the Platform Home is subject to the Platform Home Additional Terms available at https://support.google.com/marketingplatform/answer/9047313 (or such other URL as Google may provide) and as modified from time to time (the "Platform Home Terms"). To the extent Your use of the Service is within scope, You and Google agree to the Google Ads Data Processing Terms, except as expressly permitted https://privacy.google.com/businesses/processorterms (the "Processing Terms"). Google will not modify the Processing Terms, except as expressly permitted https://privacy.google.com/businesses/processorterms (the "Processing Terms").
You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service: 1. to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity; 2. to disable, interfree with or circumvent any aspect of the Service; 3. to upload any data to Google Tag Manager that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google, or 4. to access any other Google product or service in a manner that violates their respective terms. Your use of the Platform Home is subject to the Platform Home Additional Terms available at https://support.google.com/marketingplatform/answer/9047313 (or such other URL as Google may provide) and as modified from time to time (the "Platform Home Terms"). To the extent Your use of the Service is within scope, You and Google agree to the Google Ada Data Processing Terms at https://privacy.google.com/businesses/processorterms (the "Processing Terms"). Google will not modify the Processing Terms, except as expressly permitted under the Processing Terms. Our use of Google Tag Manager data We may collect information such as how the Service is used, and how and what tags are deployed. We may use this data to improve, maintain, protect and

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To use the GTM Magento Mageants Extension please follow below steps to configure it:

Step1: Integrating Google Tag Manager with Website:

For getting JS and Non JS code please go to your Google Tag Manager account and move to Account -> Container .Now go to Admin -> Install Google Tag Manager. --> Here you can find Js and Non Js code.

CURRENT WORKSPACE Default Workspace Default Workspace Install Google Tag Manager Copy the code below and paste it on to every page of your website. Paste this code as high in the <head> of the page as possible: - Tags Triggers Variables Folders Default D Templates Edit descr</head>	
Overview Add a new Google Tag Manager <script>function(w, d, s, 1, 1){[1]:w[1].push(f'gtm.start': </th><th></th></tr><tr><td>Folders Additionally, paste this code immediately after the opening shody> tag: into GTM Non-Js field</td><td></td></tr><tr><td>D Templates Edit descr <! Google Tag Manager (noscript)> <noscript>://rame.src="https://www.googletagmanager.com/ns.html?id=GTM-TXQD422" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript> <! End Google Tag Manager (noscript)> Workspace Workspace</td><td>,</td></tr></tbody></table></script>	

CONFIGURATION:

Go to Stores->Configuration->Mageants->Google Tag Manager. After Enable extension please add all details.

CASHBOARD	GENERAL	~	General	Enable/Disable Module	\odot
\$ SALES	MAGEANTS	^	Enable [store view]	Yes 🔹	
CATALOG	Analytics		GTM Javascript Code [store view]	< Google Tag Manager> <script>(function(w,d,s,l,)){W[1]=W[1] Burdf excel/futeron entrol</td><td>Paste GTM Js ← code</td></tr><tr><td>CUSTOMERS</td><td>CATALOG</td><td>~</td><td></td><td>[]w(l].push('gtm.start': new Date().getTime().event:'gtm.js'});var f=d.getElementSb/TagName(5)[0]. I=d.croateElementfctd=II='datal_aver2'2'.l='4!'''! acun</td><td></td></tr><tr><td>MARKETING</td><td>SECURITY</td><td>~</td><td>GTM Non-Js Code [store view]</td><td><! Google Tag Manager (noscript)></td><td>Paste GTM Non-Js Code.</td></tr><tr><td></td><td>CUSTOMERS</td><td>~</td><td></td><td><noscript>-\frame src="https://www.googletagmanager.com/ns.html? ld=GTM-PC6JVGN" height="0" width="0" chile=tilentaronopagidibilitichiddan"scifframes</td><td>Select product Identifier for</td></tr><tr><td></td><td>SALES</td><td></td><td>ccess page Total Product Identifier</td><td></td><td>Tracking.</td></tr><tr><td><u>/m</u></td><td>SERVICES</td><td>value calc</td><td></td><td>SKU</td><td></td></tr><tr><td>STORES</td><td>ADVANCED</td><td>~</td><td>Order Success Page Total Calculation [store view]</td><td>Grandtotal 🔻</td><td></td></tr></tbody></table></script>	



Enable : To disable and enable extension

GTM JavaScript Code : Copy GTM Js code from Google Tag Manager and Add This Code in this field.

- **GTM Non-Js Code :** Copy GTM Non-Js code from Google Tag Manager and Add This Code in this field.
- **Product Identifier :** Using this you choose product attributes to identify Product imported to GA4: ID or SKU.

Order Success Page Total Calculation : In this field you need to choose Calculation of Subtotal or Grandtotal.

Step 2 : GTM API Configration

- For GTM configuration, you will need account ID And , container ID from your Google Tag Manager account.
- To get Account and container Id Go to GTM account move to Account ID
 → Container ID → Workspace. Now, check the URL and copy both the
 account ID and container ID.

 ← → C tagmanager.google.com/#/container/acc M Gmail YouTube 	1	121265196) <mark></mark> workspaces/3 Copy Container id and paste int Container Id Configration Field	🕇 Marketlist		Update : ther bookmarks
Workspace Versions Admin		GTM-TXQD422	Workspace Changes: 26	Preview	Submit

 You will also need measurement ID from Google Analytics 4 Account.So go to GA4 account and click Admin on the bottom left under the property select the respective Property. Now, under the column of your property, select the Data Streams. Then select your data stream and copy the measurement ID.

		Agean Performant Magento E	xtensions		
Analytics X	Web stream details				:
ADMIN	Data collection isn't active for that they are set up correctly.	r your website. If you installed tags more	e than 48 hours ago, make	Sure View tag instructions	
	Stream details			1	
E E	STREAM NAME https://mageants.com	STREAM URL http://mageants.com	STREAM ID 5384145310	MEASUREMENT ID G-5QZYPPMLDG	
	Events		Copy Masuren into Masurem	nent ld And paste ent ld Field.	
	Data from on-page elements su	ions and content on your sites in addition to a ch as links and embedded videos may be coll on will be sent to Google. <u>Learn more</u>			
	Measuring: 🎯 Page views	🐼 Scrolls 😛 Outbound clicks +	4 more	\$	

 Once you have your account ID, container ID and measurement ID, configure your GTM API under the Magento 2 extension configuration.

	iguration	Save Config
DASHBOARD SALES	GTM API Configuration	Paste Account Id From GTM Account
ŵ	Account ID [store view]	6108660141 Paste Container
	Container ID [store view]	121292631 Id From GTM Account
CUSTOMERS	MEASUREMENT ID [store view]	G-JSVKVGDOCK
		Ex: G-CFDGDEOCK Paste Measurement Id From GA4 Account
Account	ID : In this field please add you account.	r Account ID which is showing in GTM
Containe	er ID : In this field please add yc GTM account.	our Container ID which is showing in
MEASUF	REMENT ID : In this field please ing in Google Ana	add your Container ID which is show- lytics 4 account.
	a same automation	12

		mage	eants ormant Magento Extensions		
	Step3 : Exporting J	son File:			
	z	on Export Options			
		Ex: G	M-PC6JVGN TM-12XER21 enerate Json for Variables, Triggers and Tags Download Json	Paste Public ld Form GTM Account After saving Configration Generate And Download Json File	
		eld please add your Pu account. In GTM acc			
•		ld save your configura les" and Download js			
Step	04: Event Configratior	1:			
D	Configuration			Save	e Config
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N			Add To Cart Remove From Cart Add to Wishilst Add to Compare purchase View Item View Cart		
	REPORTS STORES		Checkout Begin Customer Login Customer SignUp		
www	v.mageants.com	<u>support@ma</u>	geants.com_		14



Event : In this filed you need to choose event in which you want To analysis and showing in GTM account.

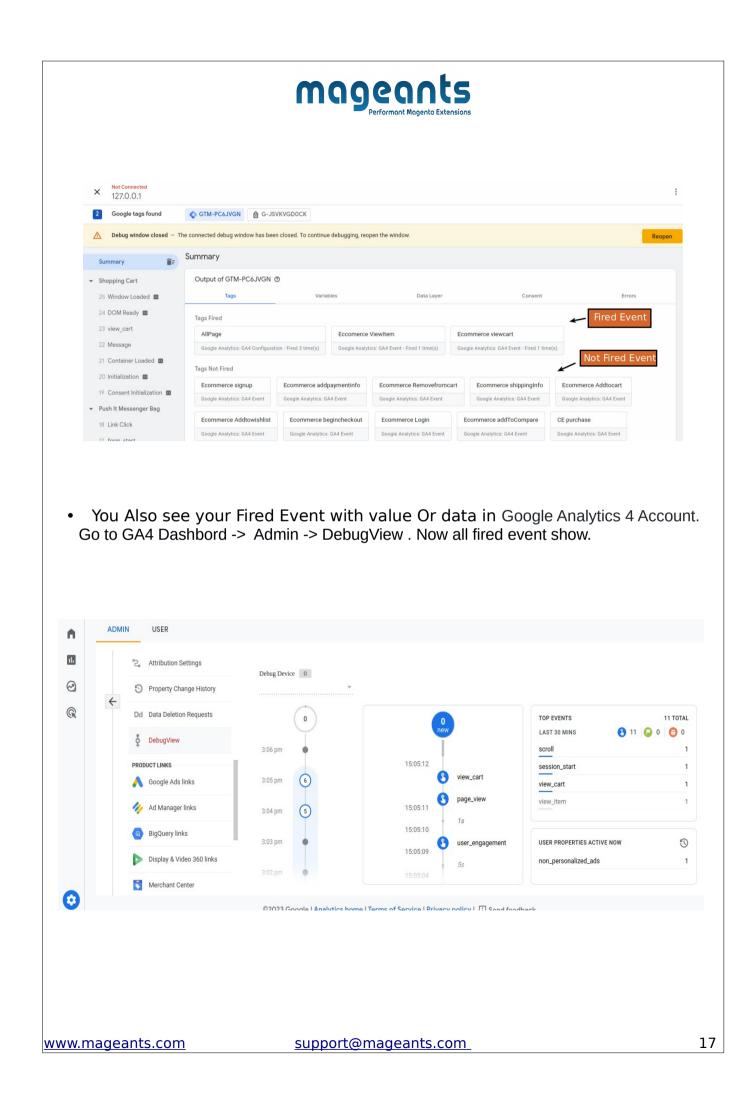
Step5: Upload Json File in GTM account

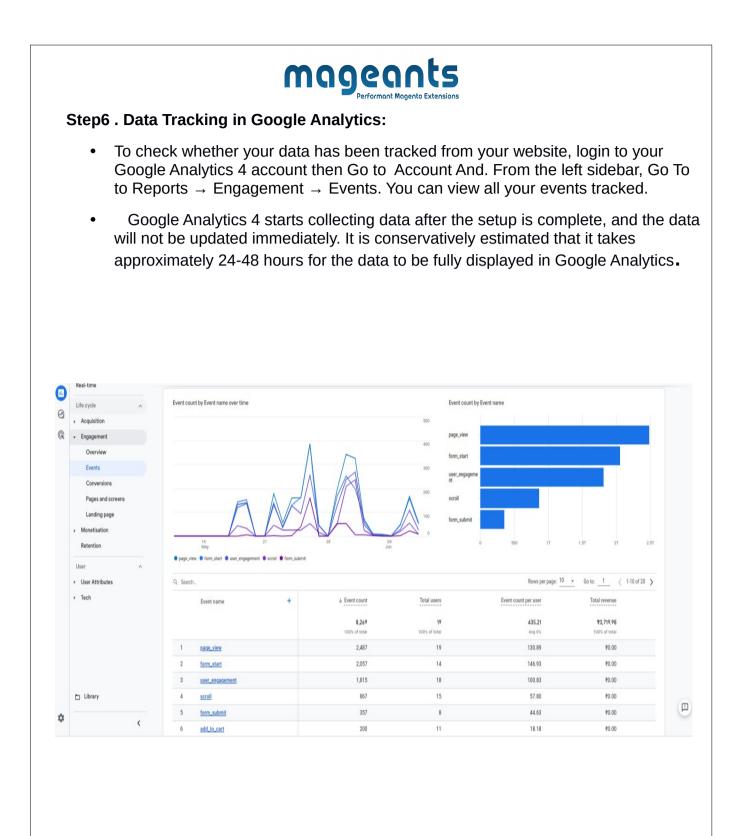
- Once the extension is configured successfully, you require to import all the tags, triggers and variables for the extension to work. Move to Account → Container. Click on the Admin → Import Container, browse the downloaded Json file, select the workspace, choose one of the import options, click "Confirm".
- You also See which and how many tag, variable and trigger are import.

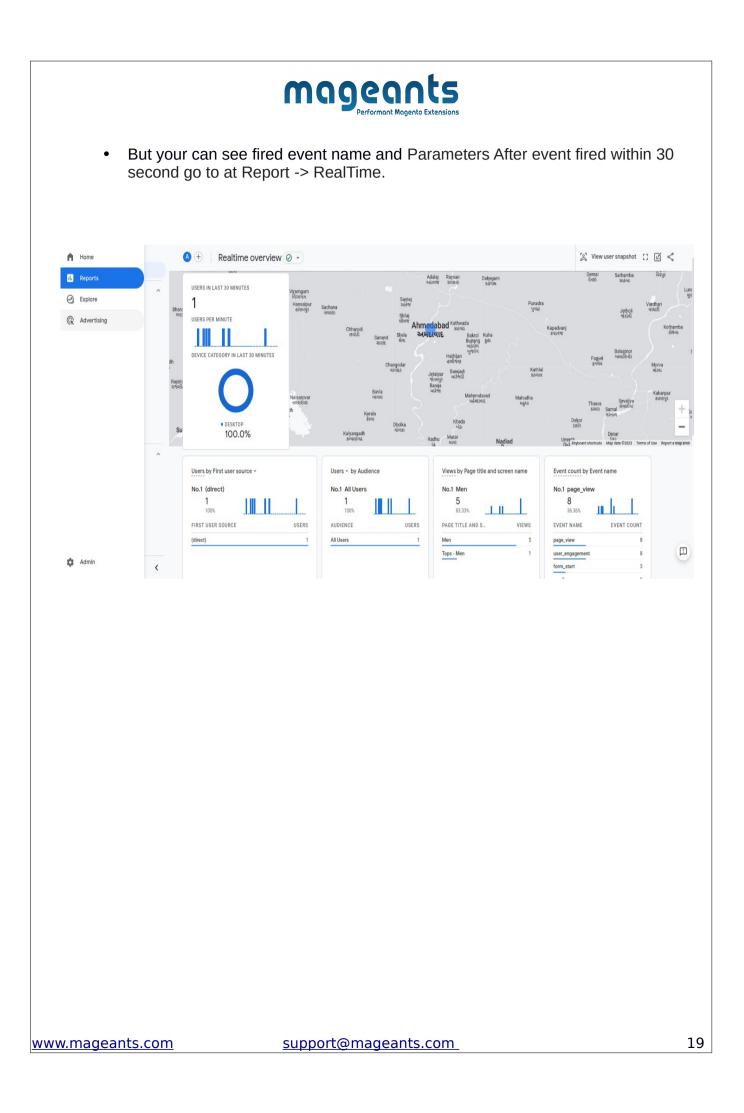
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 After Import tag successfully You can preview your tags from Workspace -> Tags. Click "Preview" and perform all the actions on the website to verify the tags. After finishing preview, Click "Submit" and "Publish" buttons to publish the tags.

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Thank you!

Should you have any questions or feature suggestions, please contact us at: <u>https://www.mageants.com/contact-us.html</u>

Your feedback is absolutely welcome!