



GOOGLE ANALYTICS

MAGENTO 2

[Analytics - Magento 2](#)

[USER MANUAL](#)

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



Table Of Contents

Preface.....3

Installation Guide.....4

Option 1: Magento 2 install extension using COMMAND LINE4

Option 2: Magento 2 install extension manually5

Create Account 6

Configuration.....11

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/compare 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.

To Use Analytics Extension you have Google Analytics and Google Tag Manager Account:

Create a Google Analytics account:

- Firstly you need to create a GA account and fill in the necessary information. So click on <https://analytics.google.com/analytics/web/provision> To create account.

- click on Start measuring You see open a analytis page:

- Add your Account name and click the blue button Next at the bottom of the page.

Analytics

1 Account setup

Account details

Account name (Required)
Accounts can contain more than one tracking ID.

mageantsanalytics

Add Account name

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.

Account Data Sharing Settings ©

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customise whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

Google products and services
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced demographics and interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)

Modelling contributions & business insights
Enable features like predictions, modelled data and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)

Technical support
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

Account specialists
Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimisation tips and recommendations across Google Analytics and other Google products.

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- Add “Your Property Name”. Then add/adjust your time zone and currency.
- Click the **Show advanced options** right before the blue next button.

2 Property setup

Property details
 A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)
[*Navigate to your Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name
 ← **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 to add Your Property with GA4**

[Next](#) [Back](#)

- Add your website's Url to the first box.
- Click on the first radio button (create both a Google Analytics 4 and...)
- Click the box 'enable enhanced measurement...'

Analytics

[Hide advanced options](#)

Create a Universal Analytics property

firstly click here →

Put Your Url ←

Select This field to Create property with GA4 ←
Create both a Google Analytics 4 and a Universal Analytics property
 This will create two properties with connected site tags, so you only need to tag your website once. [Learn more](#)
 Enable enhanced measurement for Google Analytics 4 property
 Automatically measure interactions on your sites in addition to standard screen view measurement.
 Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Create a Universal Analytics property only

[Next](#) [Back](#)

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- Select your business size is.
- Select boxes that apply to you in the 'How do you intend on using GA (Google Analytics)business and,
- Then click create.

3 About your business

Business Information

Help us tailor your experience by answering the following.

Industry category

Select one ▾

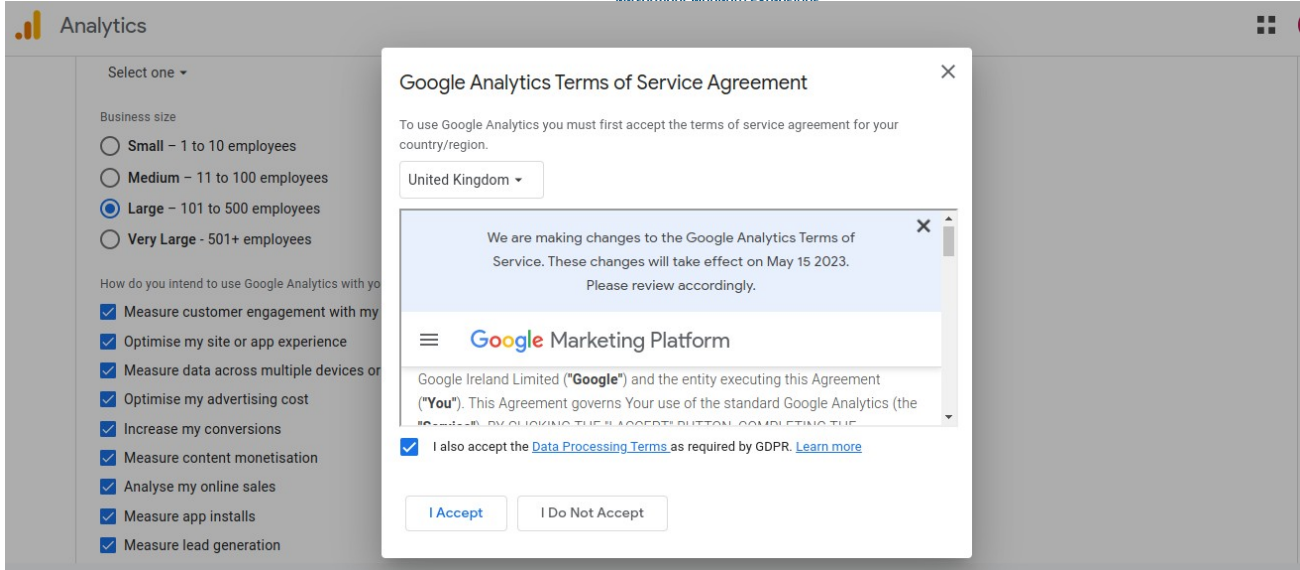
Business size

- 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)

- Measure customer engagement with my site or app
- 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
- Measure app installs
- Measure lead generation
- Other

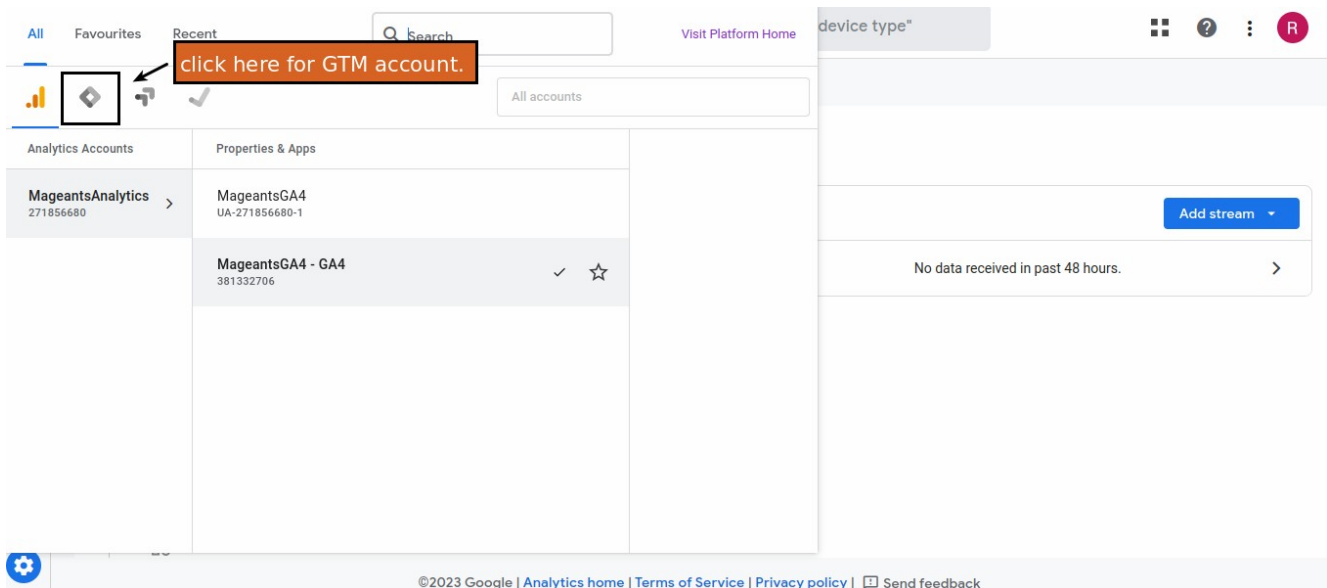
- Google will take you to its Terms of Service Agreement.
- Select your country, and
- Click the box to accept the terms of service.
- 2nd Click the other box that says you accept the Data Protection Terms.
- Then click “I Accept”



- Once you have Done all step Your account created.

Create a Google Tag Manager account:

To Create GTM account click on your GA4 Account name in Top of the left corner ,then select second symbol which one is GTM account.



- 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 section
- now add Container name and select Target platform in Container Setup section.then click on create button.

The screenshot shows the 'Add a New Account' form in Google Tag Manager. It is divided into two sections: 'Account Setup' and 'Container Setup'. In the 'Account Setup' section, the 'Account Name' field contains 'Mageants', the 'Country' dropdown is set to 'United Kingdom', and the checkbox for 'Share data anonymously with Google and others' is checked. In the 'Container Setup' section, the 'Container name' field contains '127.0.0.1/magento246/'. Under 'Target platform', the 'Web' option is selected with a checkmark, and the 'iOS' option is also visible.

- After done all above step select data Processing terms field and finally click on top right corner button yes.

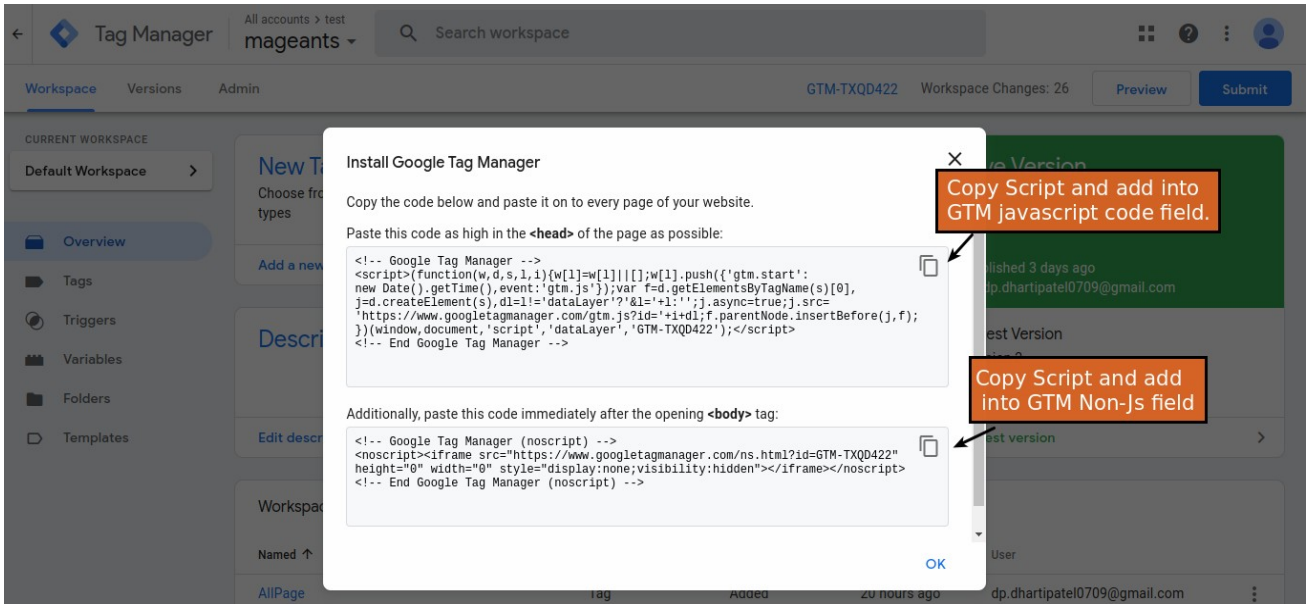
The screenshot shows a 'Google Tag Manager Terms of Service Agreement' dialog box. It has a close button (X) in the top left, a 'No' button, and a 'Yes' button in the top right. The main text of the agreement includes: 'You agree not to, and not to allow third parties to use the Service or interfaces 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 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 develop the Service as described in our [privacy policy](#), but we will not share this data with any other Google product without Your consent. Last updated: July 24, 2018' At the bottom, there is a checked checkbox for 'I also accept the Data Processing Terms as required by GDPR. Learn more'.

Finally Google Analytics and Google Tag Manager account created.

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

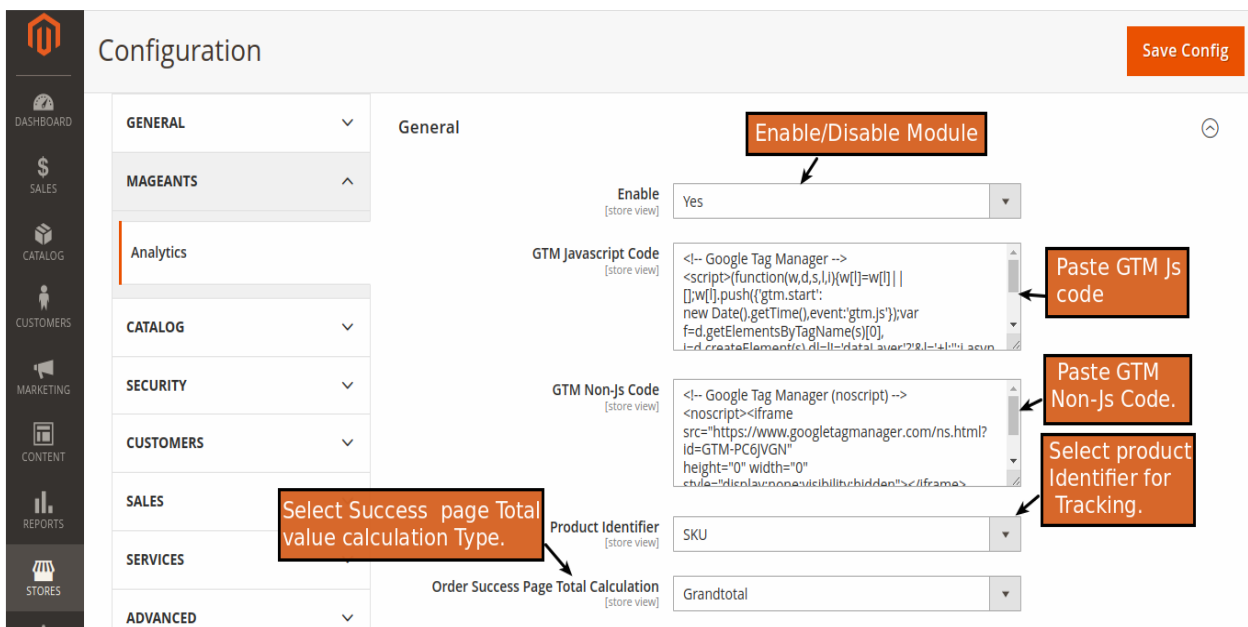
Step1: Integrating Google Tag Manager with Website:

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.



CONFIGURATION:

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



Enable : To disable and enable extension

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

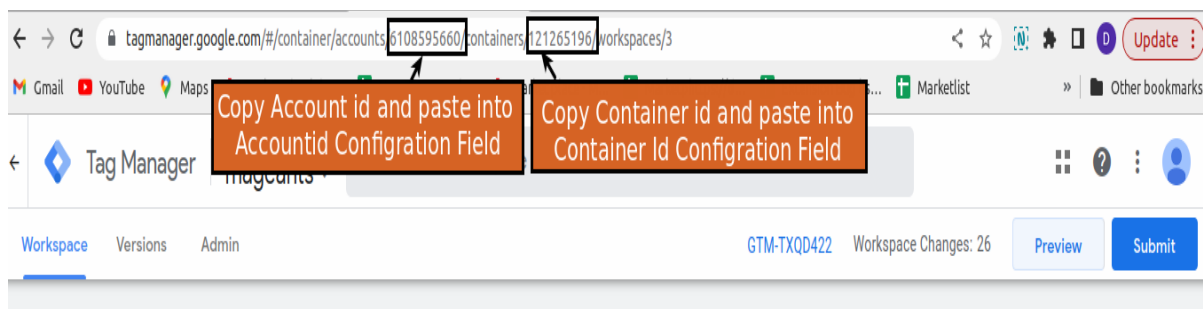
GTM Non-Js Code : Copy GTM Non-Js code from Google Tag Manager and Add This Code in this field.

Product Identifier : Using this you choose product attributes to identify Product imported to GA4: ID or SKU.

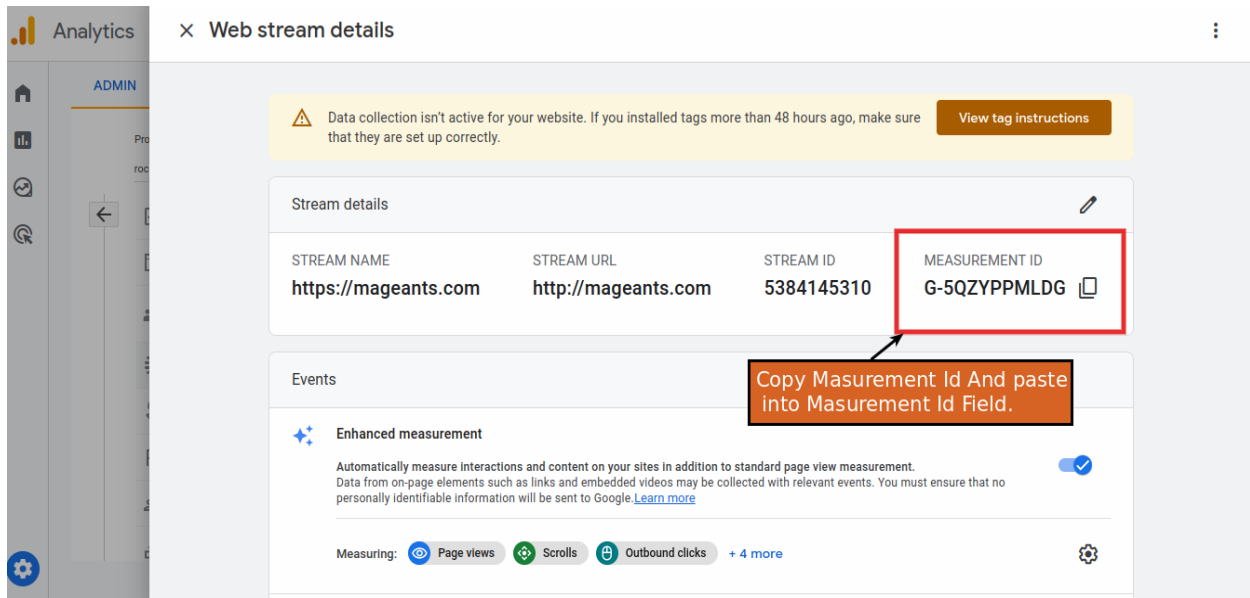
Order Success Page Total Calculation : In this field you need to choose Calculation of Subtotal or Grandtotal.

Step 2 : GTM API Configuration

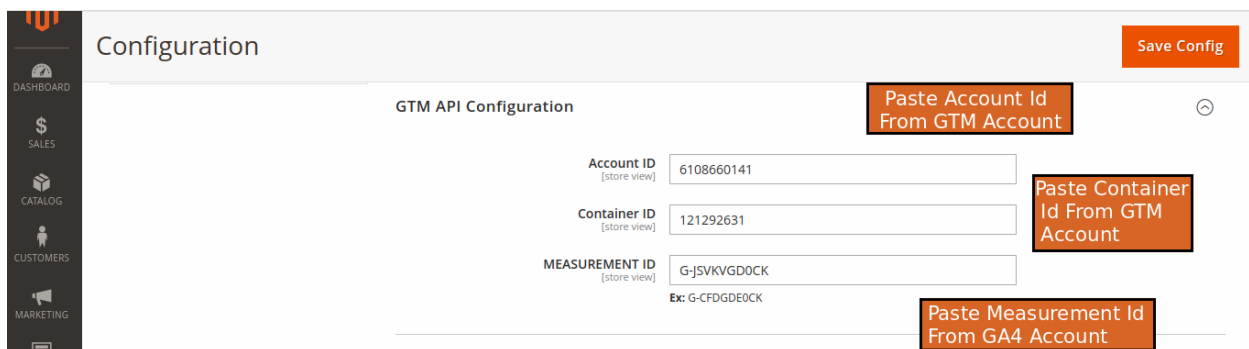
- For GTM configuration, you will need account ID And , container ID from your Google Tag Manager account.
- To get Account and container Id Go to GTM account move to Account ID → Container ID → Workspace. Now, check the URL and copy both the account ID and container ID.



- 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.



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



Account ID : In this field please add your Account ID which is showing in GTM account.

Container ID : In this field please add your Container ID which is showing in GTM account.

MEASUREMENT ID : In this field please add your Container ID which is showing in Google Analytics 4 account.

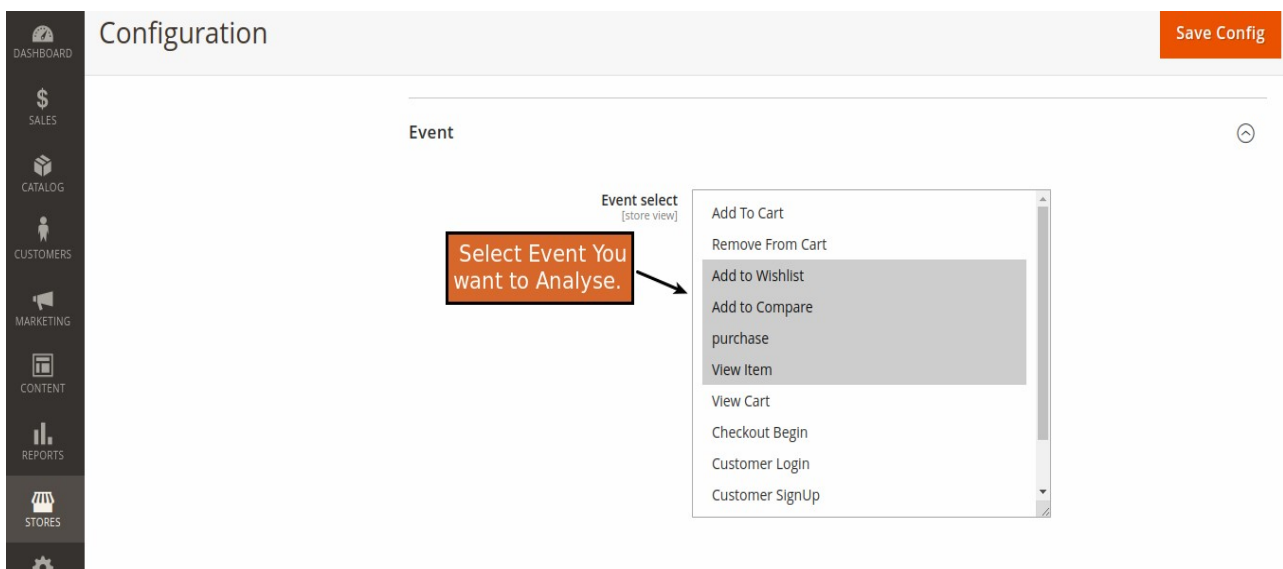
Step3 : Exporting Json File:



Public ID : In this field please add your Public Id which is showing in Google tag manager manager account. In GTM account admin section top Right corner You your public id.

- After adding Public Id save your configuration and click "Generate Json for GTM – Tags, Triggers and Variables" and Download json file. In this file you can see in your download folder.

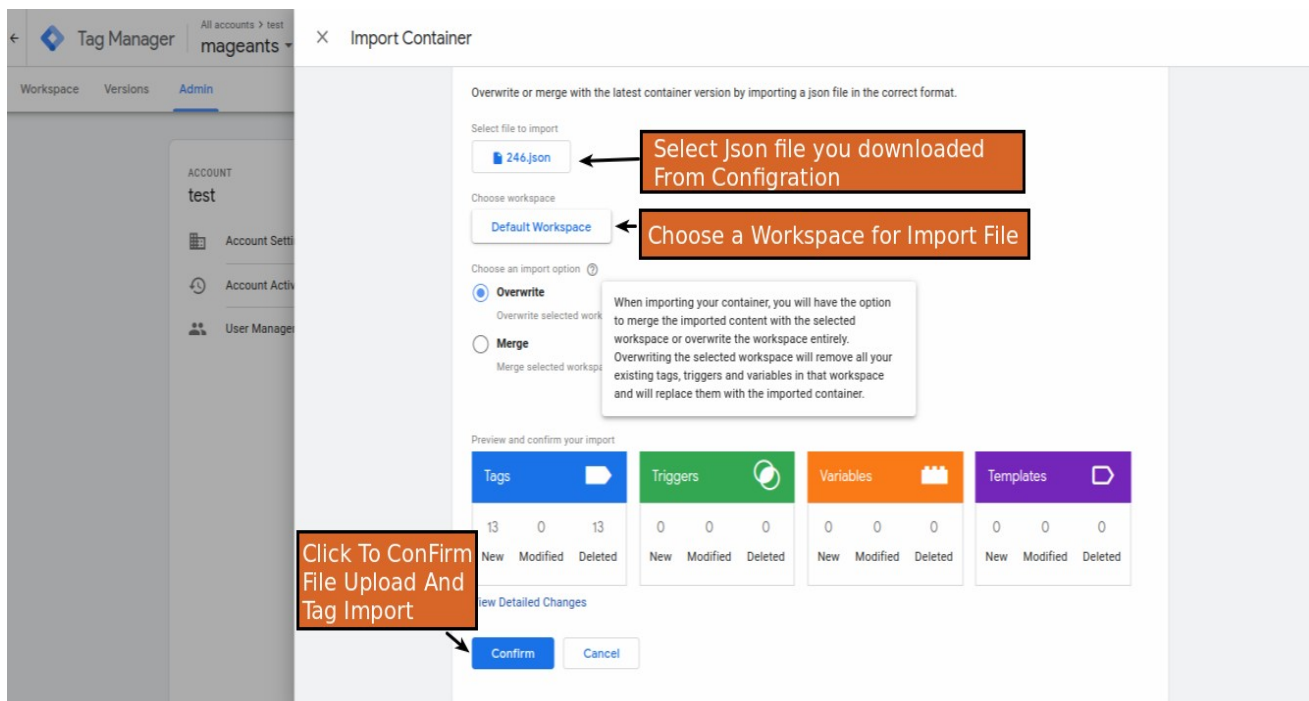
Step4: Event Configuration:



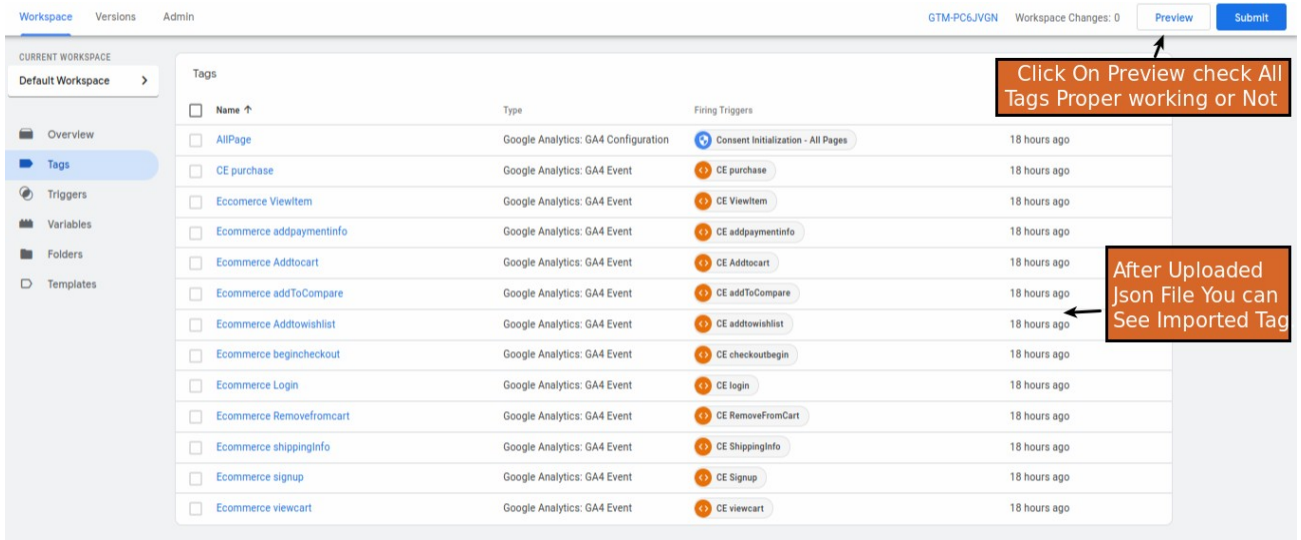
Event : In this filed you need to choose event in which you want To analysis and showing in GTM account.

Step5: Upload Json File in GTM account

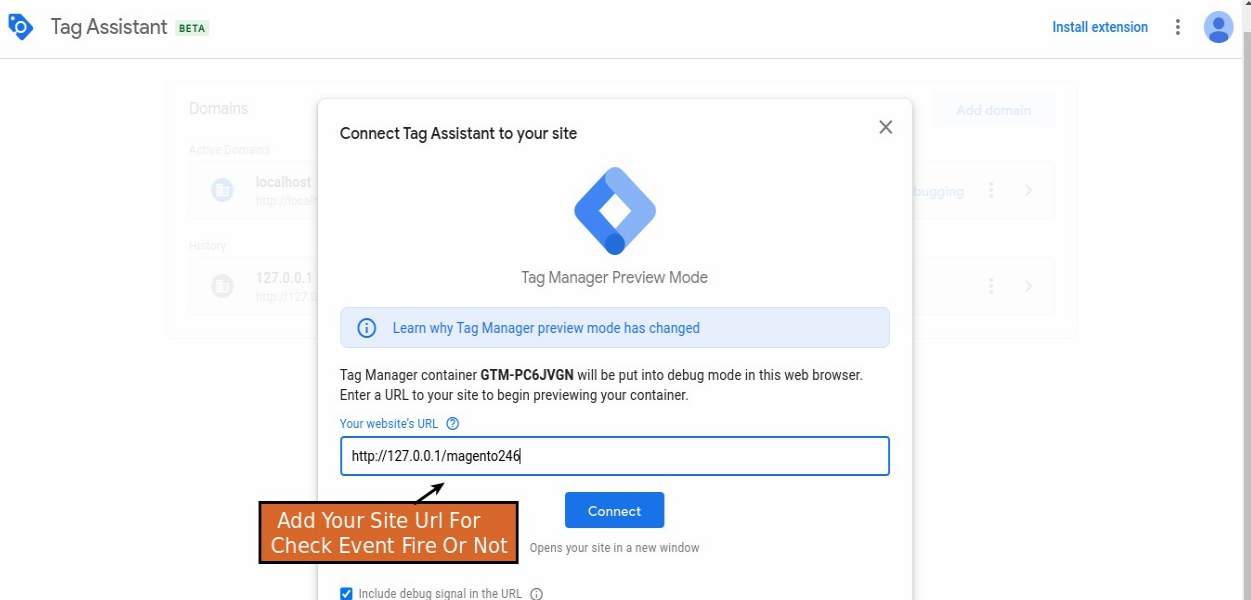
- Once the extension is configured successfully, you require to import all the tags, triggers and variables for the extension to work. Move to Account → Container. Click on the Admin → Import Container, browse the downloaded Json file, select the workspace, choose one of the import options, click “Confirm”.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



- 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.



- After Click on Preview button You want to add website url To check Imported tag. Here you directly redirect to your site and see event fired or not.



- After click on connect button your perform a action Like AddToCart,ViewCart etc. and after click on finish button Your see Your Fired or Not fired event .
- Now you want to Publish your all tag. So click on "Submit" And "publish" button. without publish tags no any event fired in your website.

Summary

Output of GTM-PC6JVGN

Tags Fired

- AllPage (Google Analytics: GA4 Configuration - Fired 3 time(s))
- Ecommerce ViewItem (Google Analytics: GA4 Event - Fired 1 time(s))
- Ecommerce viewcart (Google Analytics: GA4 Event - Fired 1 time(s))

Tags Not Fired

- Ecommerce signup (Google Analytics: GA4 Event)
- Ecommerce addpaymentinfo (Google Analytics: GA4 Event)
- Ecommerce Removefromcart (Google Analytics: GA4 Event)
- Ecommerce shippingInfo (Google Analytics: GA4 Event)
- Ecommerce Addtocart (Google Analytics: GA4 Event)
- Ecommerce Addtowishlist (Google Analytics: GA4 Event)
- Ecommerce begincheckout (Google Analytics: GA4 Event)
- Ecommerce Login (Google Analytics: GA4 Event)
- Ecommerce addToCompare (Google Analytics: GA4 Event)
- CE purchase (Google Analytics: GA4 Event)

- You Also see your Fired Event with value Or data in Google Analytics 4 Account. Go to GA4 Dashboard -> Admin -> DebugView . Now all fired event show.

ADMIN USER

Debug Device 0

3:06 pm

3:05 pm

3:04 pm

3:03 pm

3:02 pm

0 new

15:05:12 view_cart

15:05:11 page_view

15:05:10 7s

15:05:09 user_engagement

15:05:04 5s

TOP EVENTS 11 TOTAL

LAST 30 MINS 11 0 0

scroll 1

session_start 1

view_cart 1

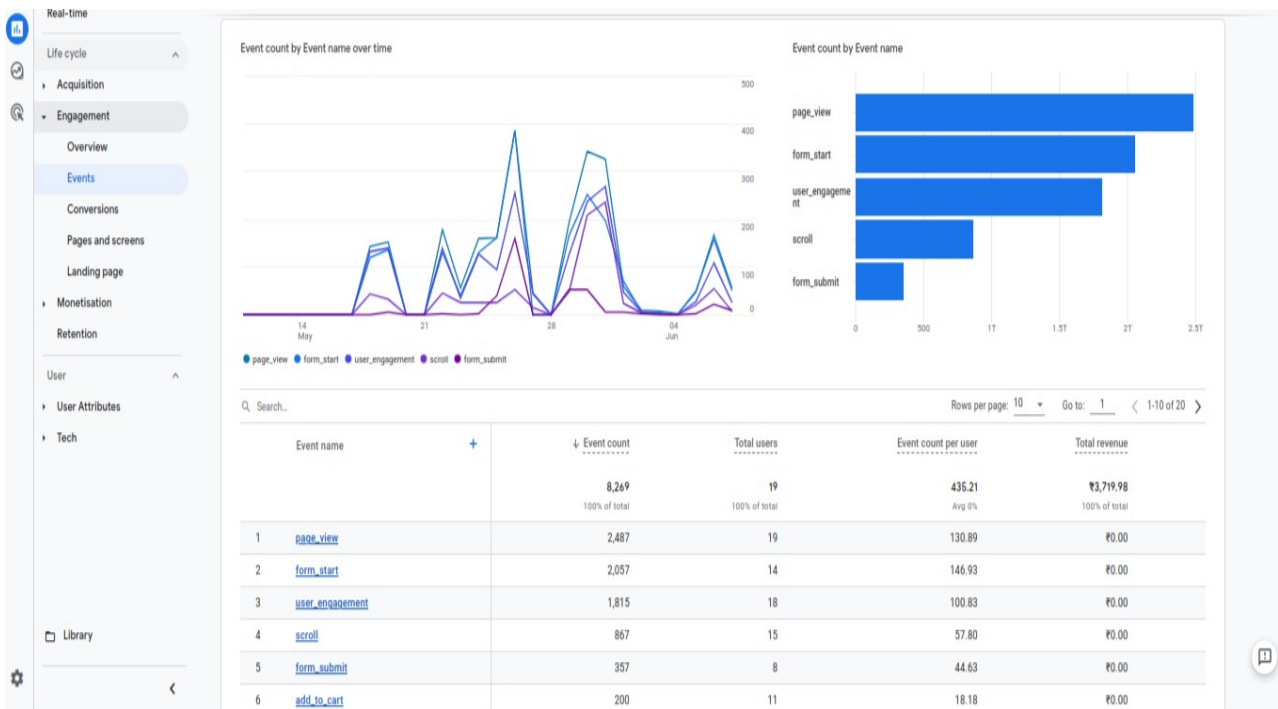
view_item 1

USER PROPERTIES ACTIVE NOW

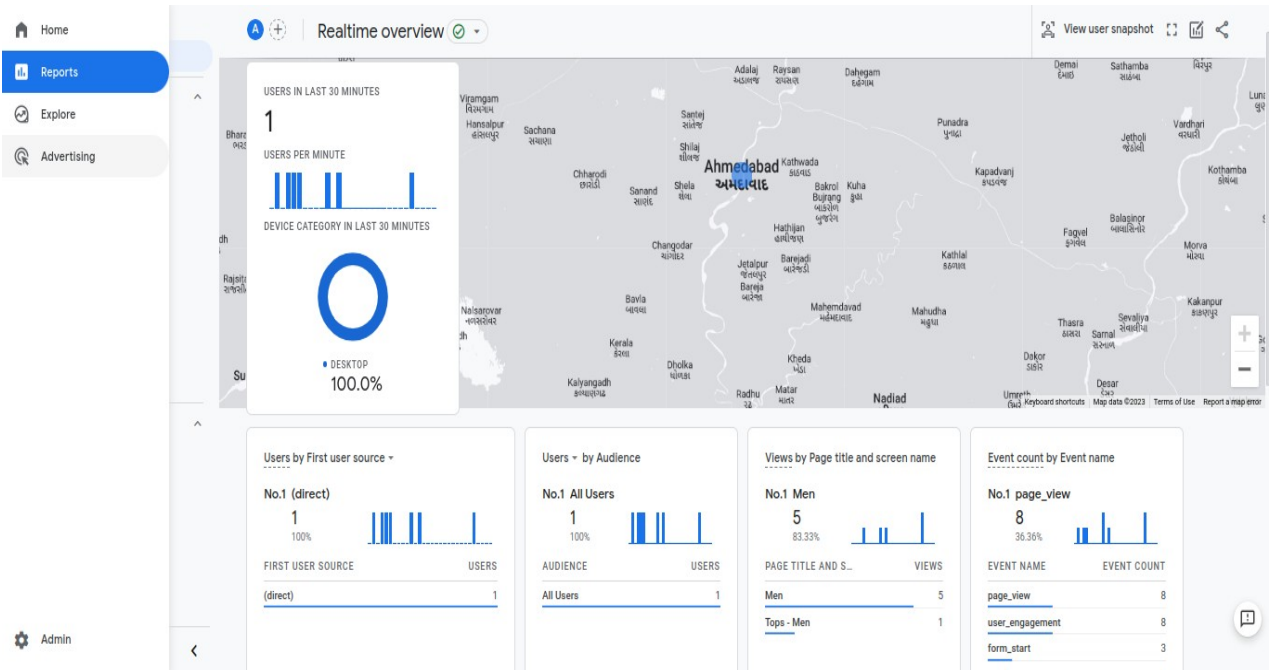
non_personalized_ads 1

Step6 . Data Tracking in Google Analytics:

- To check whether your data has been tracked from your website, login to your Google Analytics 4 account then Go to Account And. From the left sidebar, Go To Reports → Engagement → Events. You can view all your events tracked.
- Google Analytics 4 starts collecting data after the setup is complete, and the data will not be updated immediately. It is conservatively estimated that it takes approximately 24-48 hours for the data to be fully displayed in Google Analytics.



- But you can see fired event name and Parameters After event fired within 30 second go to at Report -> RealTime.





Thank you!

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

Your feedback is absolutely welcome!