



# Magento Spring Meetup

## Setting up Enhanced eCommerce for Reporting



## - Who am I?



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# eCommerce Tracking



# - Implement E-Commerce Tracking in Google Analytics

All accounts > Magento2  
**All Web Site Data** ▾

🔍 Search reports and help

🏠 HOME

⚙️ CUSTOMIZATION

Reports

- 🕒 REAL-TIME
- 👤 AUDIENCE
- 🔗 ACQUISITION
- 📅 BEHAVIOR
- 🚩 CONVERSIONS

💡 DISCOVER

⚙️ ADMIN

VIEW

All Web Site Data ▾

- 📄 View Settings
- 👥 User Management
- 🚩 Goals
- 📁 Content Grouping
- 🔍 Filters
- 📄 Channel Settings
- 🛒 Ecommerce Settings
- 📊 Calculated Metrics BETA

Staging / Magento2 / All Web Site Data

## Ecommerce set-up

- ✅ **Enable Ecommerce** Edit  
Status: ON  
Related Products: OFF
- 2 **Enhanced Ecommerce Settings**  
**Enable Enhanced Ecommerce Reporting**



# - Implement E-Commerce Tracking in Google Analytics

## Ecommerce set-up

 **Enable Ecommerce** [Edit](#)

Status: ON  
Related Products: OFF

**2** **Enhanced Ecommerce Settings**

**Enable Enhanced Ecommerce Reporting**





**Checkout Labeling** OPTIONAL

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.  Checkout  

2.  Shipping  


3.  Payment  



# Quick Overview of Tag Manager



## - GTM Overview

 Tags

A snippet of code (usually JavaScript) added to a page.

 Triggers

Defines when and where tags are executed.

 Variables

Used to receive or store information to be used by tags and triggers.





# Deploying GTM for Magento





## - Magento Extensions



# - Simple Setup

Installation code

Enabled	<input type="text" value="Yes"/> [STORE VIEW] <small>▲ Enable Google Tag Manager Enhanced Ecommerce (UA) Tracking</small>
License key	<input type="text" value="xIHGZyIGovBCfVdKQZSVITw0TWn9P+W55KsnZlE"/> [STORE VIEW] <small>▲ Enter license key for domain: localhost.</small>  To obtain a license key for localhost: <ol style="list-style-type: none"><li>1. Login at <a href="#">Anowave</a> and go to "My profile"</li><li>2. Click "Change profile settings"</li><li>3. Add "localhost" as new domain</li><li>4. Click again "My profile"</li><li>5. Click "View order"</li><li>6. License key(s) are shown on screen</li></ol> Keep your license keys secret. For any questions related to configuration and/or activation please contact us.  Watch <a href="#">How to add license key</a> <sup>®</sup> on YouTube.
Use GTM split snippet	<input type="text" value="Yes"/> [STORE VIEW]
Google Tag Manager Code (Head)	<input type="text" value="&lt;!-- Google Tag Manager --&gt;&lt;script&gt;(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'?&amp;l:'-l';j.async=true;j.src='https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);})(window,document,'script','dataLayer','GTM-P8QNG4');&lt;/script&gt;&lt;!-- End Google Tag Manager --&gt;"/> [STORE VIEW] <small>▲ Inserts Google Tag Manager Head snippet. It will be inserted directly in &lt;head&gt;</small>
Google Tag Manager Code (Body)	<input type="text" value="&lt;!-- Google Tag Manager (noscript) --&gt;&lt;noscript&gt;&lt;iframe src='https://www.googletagmanager.com/ins.html?id=GTM-P8QNG4' height='0' width='0' style='display:none;visibility:hidden'&gt;&lt;/iframe&gt;&lt;/noscript&gt;&lt;!-- End Google Tag Manager (noscript) --&gt;"/> [STORE VIEW] <small>▲ Inserts Google Tag Manager Body snippet. It will be inserted right after &lt;body&gt; opening tag</small>
UA Tracking ID	<input type="text" value="UA-5217122-14"/> [STORE VIEW] <small>▲ Google Analytics Tracking ID (UA ID) for measuring refunds</small>



## - Deployed

New


Name ▲	Type	Firing Triggers	Last Edited
<a href="#">EE - Add to cart</a>	Universal Analytics	Event Equals Add to Cart	22 minutes ago
<a href="#">EE - Adwords Dynamic Remarketing</a>	AdWords Remarketing	Event Equals Remarketing Tag	3 hours ago
<a href="#">EE - Checkout</a>	Universal Analytics	Event Equals Checkout	3 hours ago
<a href="#">EE - Product Click</a>	Universal Analytics	Event Equals Product Click	an hour ago
<a href="#">EE - Remove from Cart</a>	Universal Analytics	Event Equals Remove from Cart	22 minutes ago
<a href="#">EE - Social Interaction</a>	Universal Analytics	Event Equals Social Interaction	3 hours ago
<a href="#">Universal Analytics</a>	Universal Analytics	All Pages	3 hours ago



# - Enhanced Ecommerce Variable

Variable Configuration

Variable type

 **Google Analytics Settings**

Tracking ID

Cookie Domain

---

Fields to Set

Field Name	Value
userId	{{visitor}}

---


Ecommerce



Enable Enhanced Ecommerce Features


Use data layer





## - Add to Cart Tag



EE - Add to cart 

 Choose Product 

 Google Analytics

 Choose a Tag Type 

Universal Analytics


 Configure Tag 

Tag Type	Universal Analytics
Tracking ID	{{ID UA - Staging}}
Track Type	Event
Category	Ecommerce
Action	Add to Cart
Label	{{Product label}}
Enable Enhanced Ecommerce Features	True
Use data layer	True

**4** Fire On

Choose one or more triggers from the following types:

This trigger will fire your tag: [Create Exceptions](#)

Event Equals... 

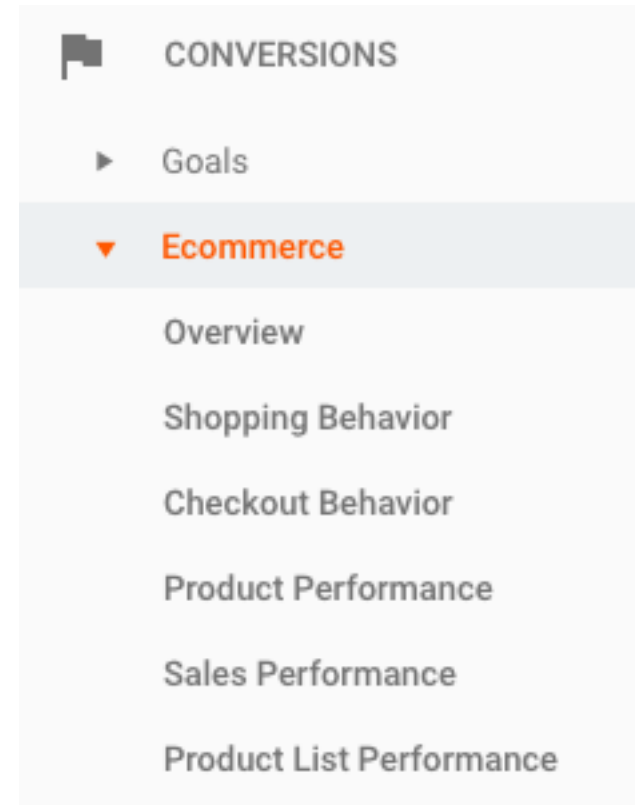
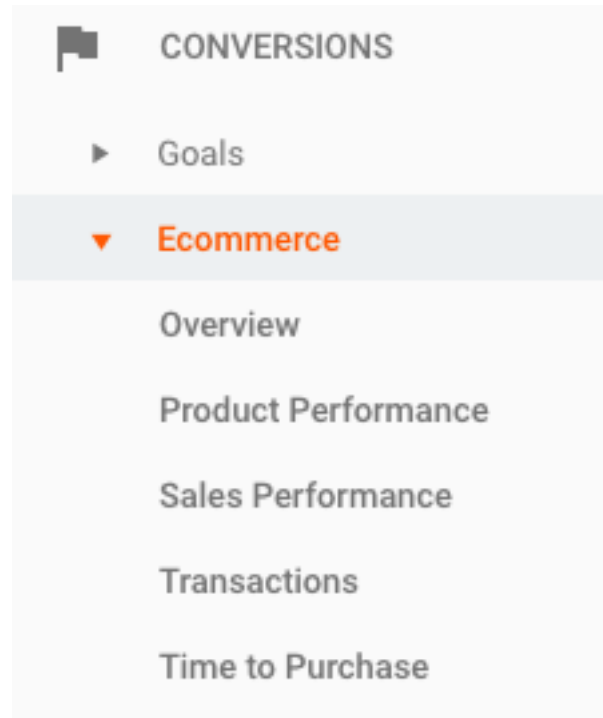


# Reporting in GA





## - Reports EC vs EE



# - Events for reports from dataLayer

```

eCommerce: Object
  currencyCode: "EUR"
purchase: Object
  actionField: Object
    action: "purchase"
    affiliation: "Main Website Store"
    coupon: "20% OFF INCH"
    coupon_code: "INCH"
    coupon_discount_amount: "-7.0700"
    coupon_discount_amount_abs: "7.07"
    id: "100000121"
    revenue: "289.73"
    revenue_base: "410.0000"
    shipping: "10.6005"
    shipping_base: "15.0000"
    tax: "0.0000"
    tax_base: "0.0000"
  __proto__: Object
products: Array[1]
  0: Object
    brand: ""
    category: "Goods/Sony"
    coupon_discount_amount: "7.0700"
    coupon_discount_amount_abs: "7.07"
    id: "paint-2 litre-Orange-Nokia"
    name: "Paint-2 litre-Orange-Nokia"
    price: "95.4000"
    price_excl_tax: "95.4"
    quantity: "3.0000"
    variant: "Volume:2' litre-Colour:Orange-Brand:Nokia"
  __proto__: Object
length: 1
  
```

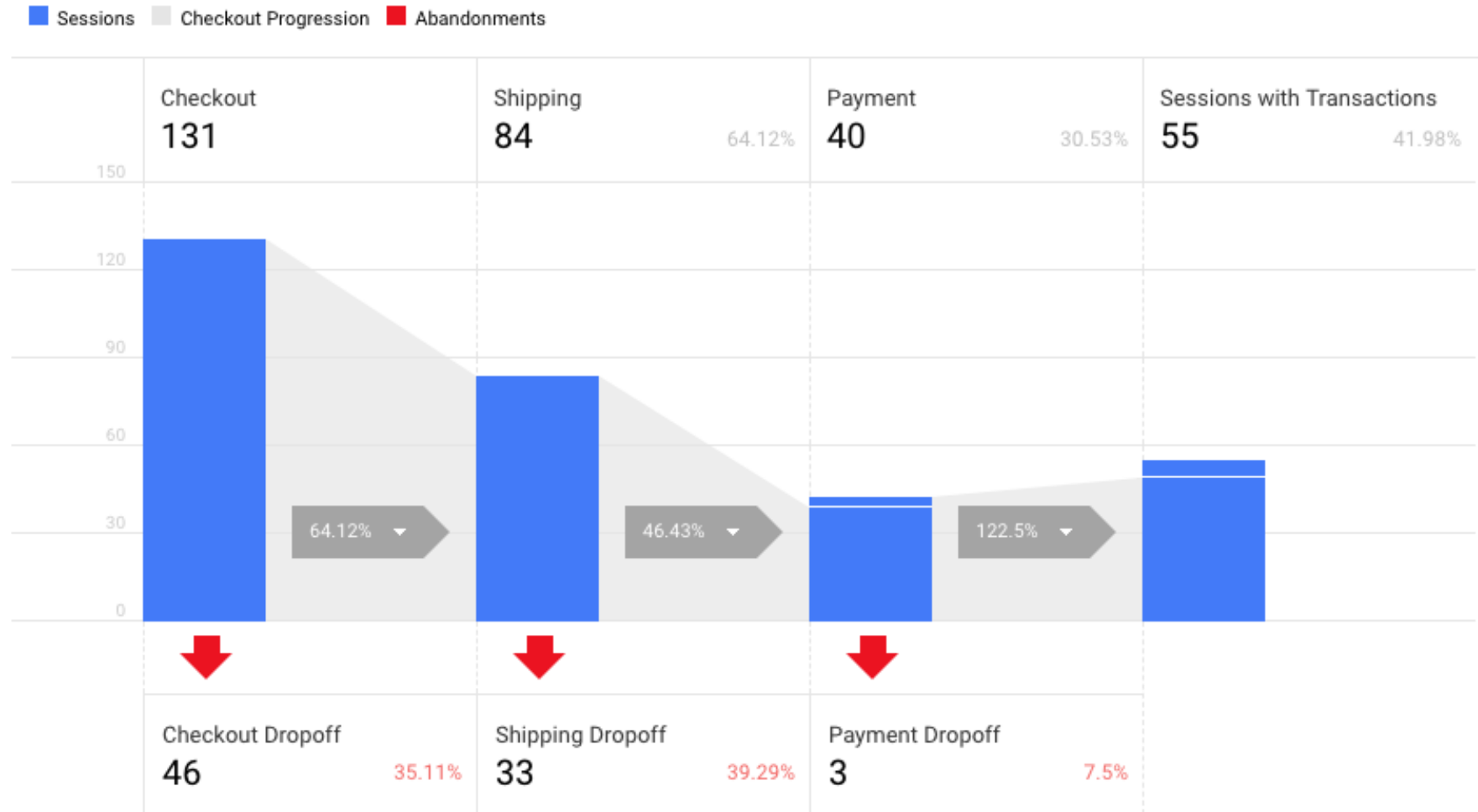
Order Coupon Code	Revenue	Revenue
	US\$18,227.65 % of Total: 100.00% (US\$18,227.65)	US\$18,227.65 % of Total: 100.00% (US\$18,227.65)

Transaction ID	Revenue	Revenue	contribution to total:
1. (not set)	US\$18,227.65 % of Total: 100.00% (US\$18,227.65)	US\$18,227.65 % of Total: 100.00% (US\$18,227.65)	
2. 20% OFF INCH			
1. 100000121	US\$307.33	1.69%	
2. 100000120	US\$314.83	1.73%	
3. 100000119	US\$252.35	1.38%	
4. 100000118	US\$96.10	0.53%	
5. 100000117	US\$200.87	1.10%	
6. 100000116	US\$32.03	0.18%	
7. 100000113	US\$45.65	0.25%	
8. 10	US\$16,173.49	88.73%	
9. 000000004	US\$805.00	4.42%	



# - Checkout Behaviour Report



- Thank You!

