Google Analytics 4 With GTM

Overview

Google Analytics 4 With GTM for Magento 2 provides a streamlined solution for tracking customer shopping behavior through Google Analytics 4 (GA4). It captures essential eCommerce interactions—such as product engagement and completed purchases—and transmits them as structured GA4 events, typically via Google Tag Manager. With intuitive configuration options available in the Magento Admin, store owners can easily manage tracking settings and tailor analytics data to gain accurate insights into customer behavior, enabling informed decision-making, improved marketing strategies, and enhanced store performance.

Key Features

- Simple and intuitive admin configuration for Google Analytics 4 (GA4) and Google Tag Manager (GTM) codes and IDs.

- Flexible event control, allowing administrators to enable or disable tracking on a per-event basis based on business needs.

- Tracks the following customer interactions when enabled:

    - Product view

    - Category and product listing view

    - Product click from a listing page

    - Add to cart and remove from cart

    - Add to wishlist and add to compare

    - View cart

    - Begin checkout

    - Select shipping method and select payment method

    - Purchase event (order success page)

    - Customer login

- Configurable product identification method, allowing products to be tracked using either Product ID or SKU.

- Optional inclusion of additional product data, such as product brand and selected product attributes, for enhanced reporting.

- Automatically generates a ready-to-import GTM JSON file, including tags, triggers, and variables, to simplify and speed up the setup process.

Installation

1. **Using Composer**

Navigate to your magento root directory in terminal and write the following command. `composer require Magebytessoft/module-GA4`

- Enter your authentication details. Your public key is your username and your private key is your password.

1. **Using Zip Extract**

- Extract extension zip file and move it to app/code directory and Vendor name and Module name should be as follows:

- **Vendor Name**: Magebytessoft

- **Module Name**: GA4

2. **Run the following Commands:**

```
php bin/magento module:enable Magebytessoft_GA4
php bin/magento setup:upgrade
php bin/magento setup:di:compile
php bin/magento setup:static-content:deploy -f
php bin/magento c:f
```

Google Analytics 4 With GTM **Configurations**

1. Open your Magento 2 Admin and go to Stores-> Configurations-> MageBytes -> Google Analytics 4.
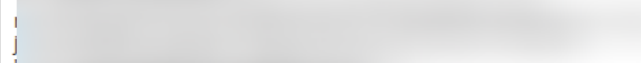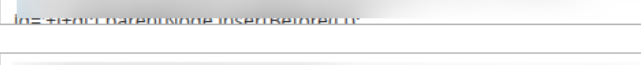
2. **General**

- Set Enable Module to Yes.

General	
Enable Module [store view]	Yes ▼

3. **Code**

- Now, go to your GTM container Workspace and click on Public ID (GTM-XXXXXXXX).

- Copy JS and non-JS code and paste it in Code Section in Extension.

Code

GTM JS Code [store view]	*(obscured)*
GTM Non-JS Code [store view]	*(obscured)*
GTM Script URL [store view]	https://www.googletagmanager.com/gtag/js
GTM Container URL [store view]	https://www.googletagmanager.com/gtm.js

4. **Product**

- Configure Product features.

Product

Identify Product Via [store view]	SKU
Enable Product Brand [store view]	Yes
Custom Attributes [store view]	Cost Manufacturer Color Activity Style Bags Material Strap/Handle Features Gender Category Gear

5. **Checkout**

- Enter path of your checkout success page.

Checkout

Order Success Page URL [store view]	checkout/onepage/success/

6. **Track Event Options**

- Enable/Disable events according to your requirement.

Track Events Options

Customer Login [store view]	Enable ▾
View Item [store view]	Enable ▾
Add To Cart [store view]	Enable ▾
Remove From Cart [store view]	Enable ▾
Add To Wishlist [store view]	Enable ▾
Add To Compare [store view]	Enable ▾
Checkout [store view]	Enable ▾
Purchase [store view]	Enable ▾
View Item List [store view]	Enable ▾
Select Item [store view]	Enable ▾
View Cart [store view]	Enable ▾
Add Payment Info [store view]	Enable ▾
Add Shipping Info [store view]	Enable ▾

7. **GTM API Configuration**

GTM API Configuration

GA4 Measurement ID [store view]	
GTM Account ID [store view]	
GTM Container ID [store view]	
GTM Public ID [store view]	

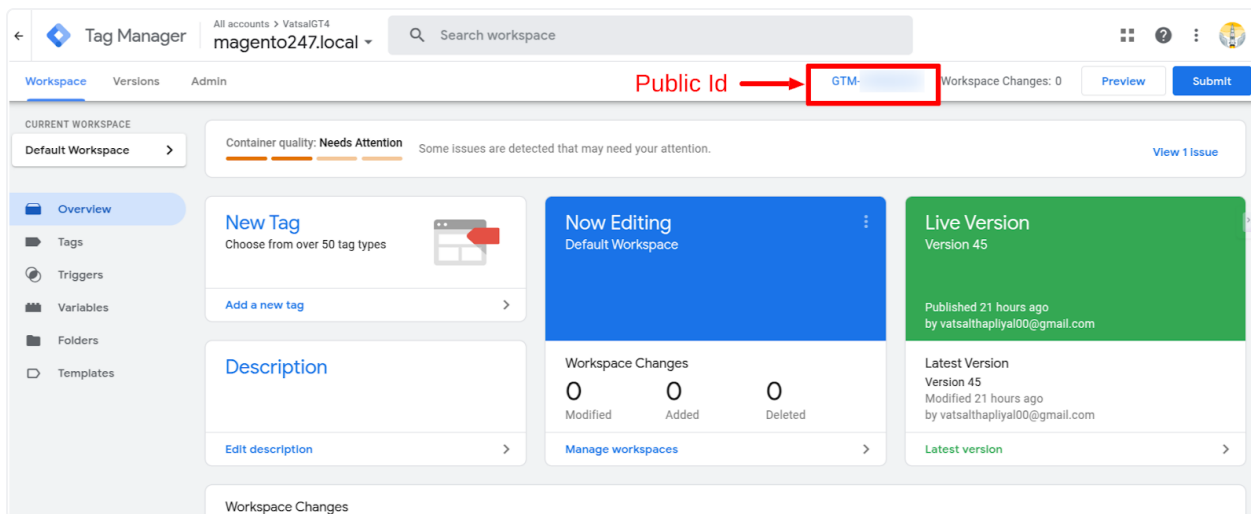- **Measurement ID (G-XXXXXXXXX) - Go to your GA4 Account -> Admin -> Data Streams -> Select your Data Stream and copy your Measurement ID.**
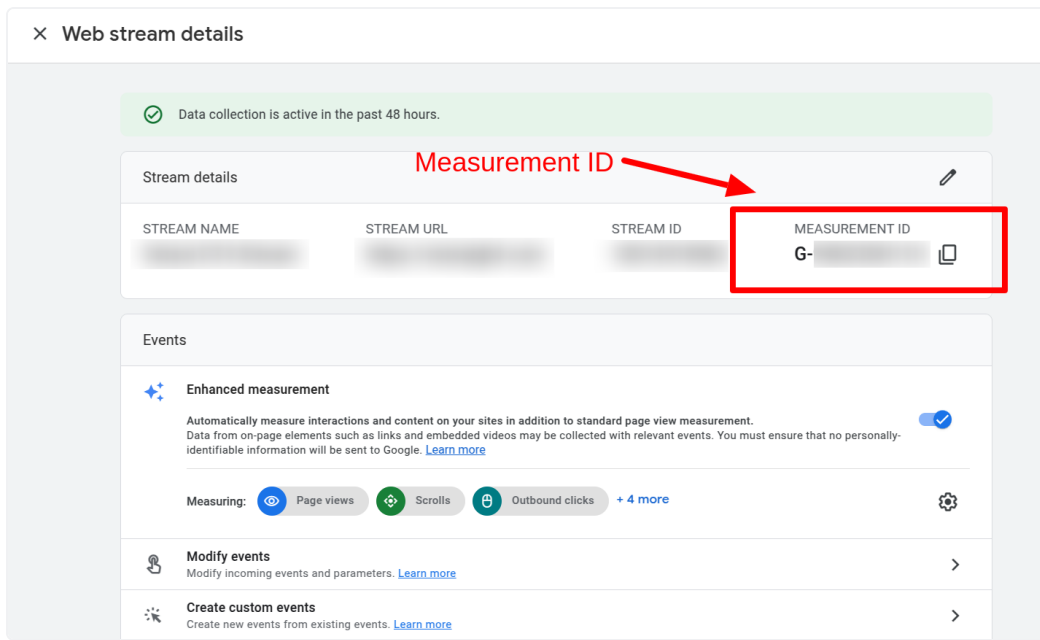
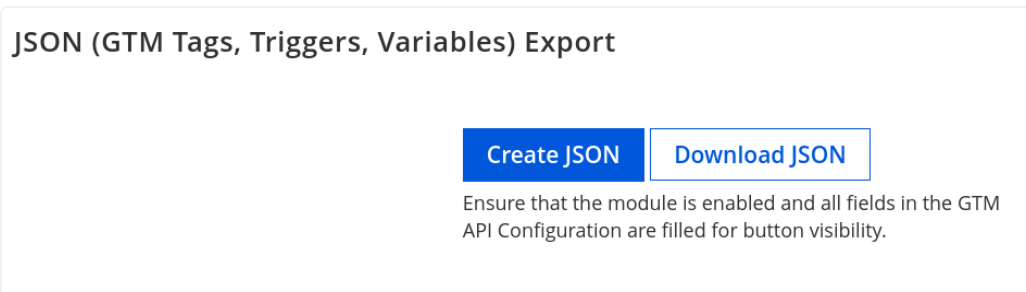- **GTM Account ID (1234XXXXXX) and GTM Container ID (1234XXXXX) - Open your GTM Container and check URL.**
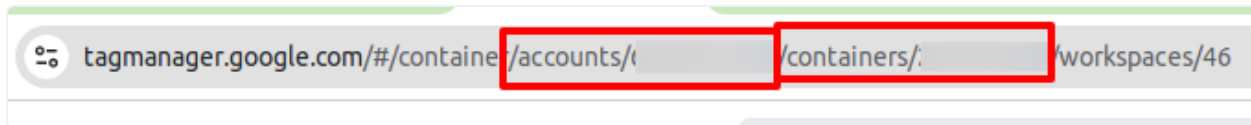
- **GTM Public ID (GTM-XXXXXXXXX) - Open your GTM Container Workspace and select your GTM Public ID from top right corner.**

1. **JSON GTM (Tags, Triggers and Variables) Export**

- After saving configuration, click on **Create JSON** and then **Download** it.

2. **How to use Downloaded JSON File?**

3. Once you have downloaded your JSON file, open the container in GTM for which you have created JSON file.

4. Go to **Admin-> Container-> Import Container** and upload your JSON file.

5. Submit and Publish the changes.

6. **How to configure Custom attributes to show them in Google Analytics Charts ?**

   Once you have all set up as mentioned above, go to

   https://analytics.google.com

   - Go to Admin ->Data Display ->Custom Defintions->Create Custom Definition.

     NOTE: Select Item in Scope.

   - Now Go to **Explore** Tab and create a **Free Form**.

   - Select **Dimensions** you want to show and set them in **Rows** in the charts.

   - Now, you will be able to see you custom attributes in Google Analytics Charts.