

# 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:

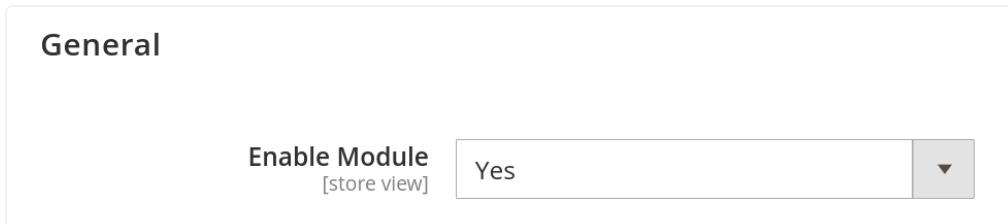
```
php bin/magento module:enable Magebytessoft_GA4
php bin/magento setup:upgrade
php bin/magento setup:di:compile
php bin/magento setup:static-content:deploy -f
php bin/magento c:f
```

## 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.



### 3. Code

- Now, go to your GTM container Workspace and click on Public ID (GTM-XXXXXXX).
- Copy JS and non-JS code and paste it in Code Section in Extension.

## Code

GTM JS Code [store view]	<pre>function() {</pre>
GTM Non-JS Code [store view]	<pre>function() {</pre>
GTM Script URL [store view]	<input type="text" value="https://www.googletagmanager.com/gtag/js"/>
GTM Container URL [store view]	<input type="text" value="https://www.googletagmanager.com/gtm.js"/>

## 4. Product

- Configure Product features.

### Product

Identify Product Via [store view]	<input type="text" value="SKU"/>
Enable Product Brand [store view]	<input type="text" value="Yes"/>
Custom Attributes [store view]	<ul style="list-style-type: none"><li>Cost</li><li>Manufacturer</li><li>Color</li><li>Activity</li><li>Style Bags</li><li>Material</li><li>Strap/Handle</li><li>Features</li><li>Gender</li><li>Category Gear</li></ul>

## 5. Checkout

- Enter path of your checkout success page.

### Checkout

Order Success Page URL [store view]	<input type="text" value="checkout/onepage/success/"/>
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## 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-XXXXXXXXXX) - Go to your GA4 Account -> Admin -> Data Streams -> Select your Data Stream and copy your Measurement ID.**

× Web stream details

Data collection is active in the past 48 hours.

**Measurement ID** (highlighted with a red box and arrow)

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
[REDACTED]	[REDACTED]	[REDACTED]	G-[REDACTED]

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page 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](#)

Measuring: Page views, Scrolls, Outbound clicks, + 4 more

Modify events

Create custom events

- **GTM Account ID (1234XXXXXX) and GTM Container ID (1234XXXXXX) - Open your GTM Container and check URL.**

tagmanager.google.com/#/container/accounts/[REDACTED]/containers/[REDACTED]/workspaces/46

- **GTM Public ID (GTM-XXXXXXXXXX) - Open your GTM Container Workspace and select your GTM Public ID from top right corner.**

Tag Manager

All accounts > VatsalGT4 magento247.local

Search workspace

Workspace Changes: 0

Preview Submit

Public Id (highlighted with a red box and arrow)

Container quality: Needs Attention

Default Workspace

New Tag Choose from over 50 tag types

Now Editing Default Workspace

Live Version Version 45

Published 21 hours ago by vatsalhaptiyal00@gmail.com

Latest Version Version 45 Modified 21 hours ago by vatsalhaptiyal00@gmail.com

Latest version

Overview

Tags

Triggers

Variables

Folders

Templates

Description

Edit description

Manage workspaces

Workspace Changes

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

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

### JSON (GTM Tags, Triggers, Variables) Export

**Create JSON** **Download JSON**

Ensure that the module is enabled and all fields in the GTM API Configuration are filled for button visibility.

## 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 Definitions->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 your custom attributes in Google Analytics Charts.