

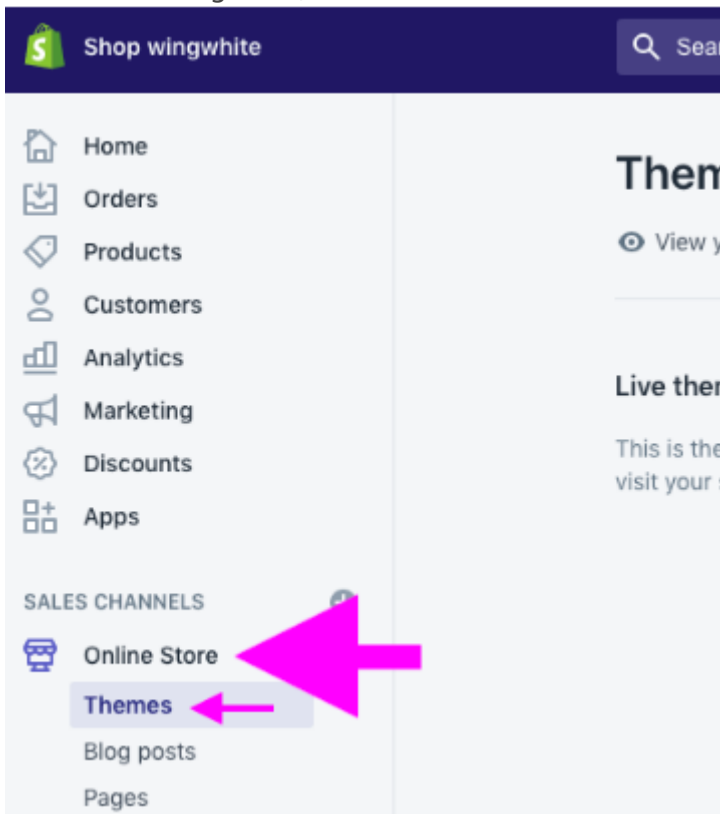
Integrate Shoplytics into your shop system

- [Shopify](#)
- [Shopware](#)
- [Woocommerce](#)
- [Plentymarkets](#)
- [Oxid](#)
- [Magento](#)
- [JTL](#)
- [Wix](#)
- [PrestaShop](#)
- [Jimdo](#)
- [X-Cart](#)
- [BigCommerce](#)
- [Custom development / unsupported shop system](#)

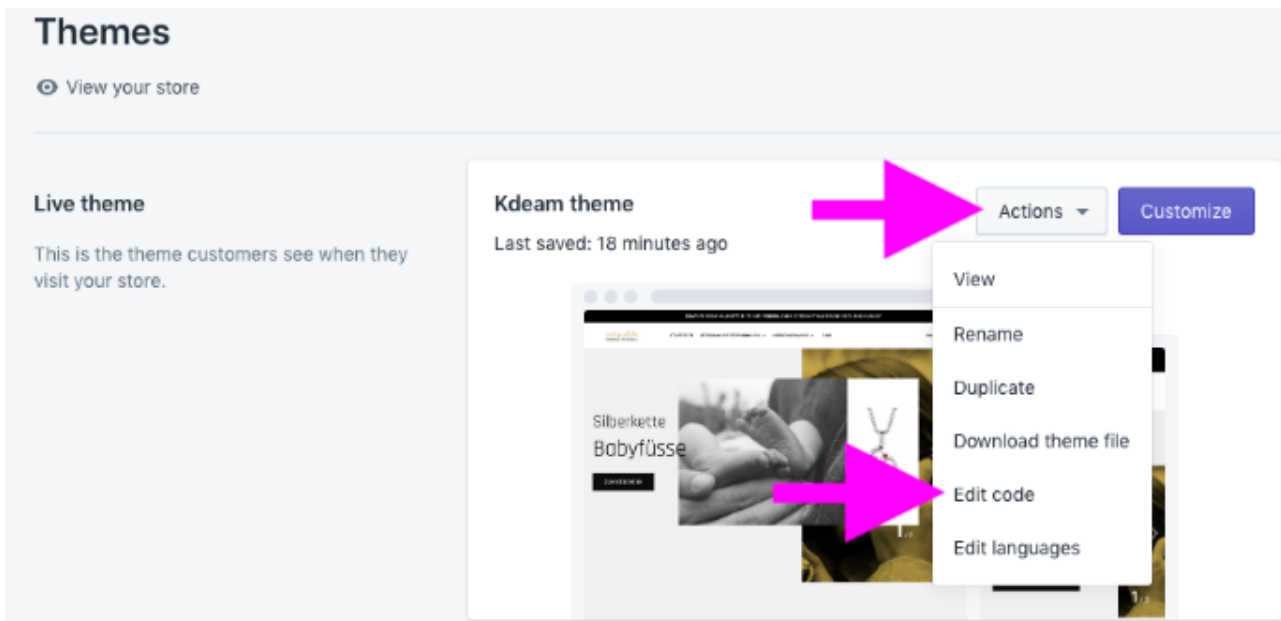
Shopify

Step 1

1. **Open the Shopify administration area**
2. In the left navigation, click on "Online Store" --> "Themes"

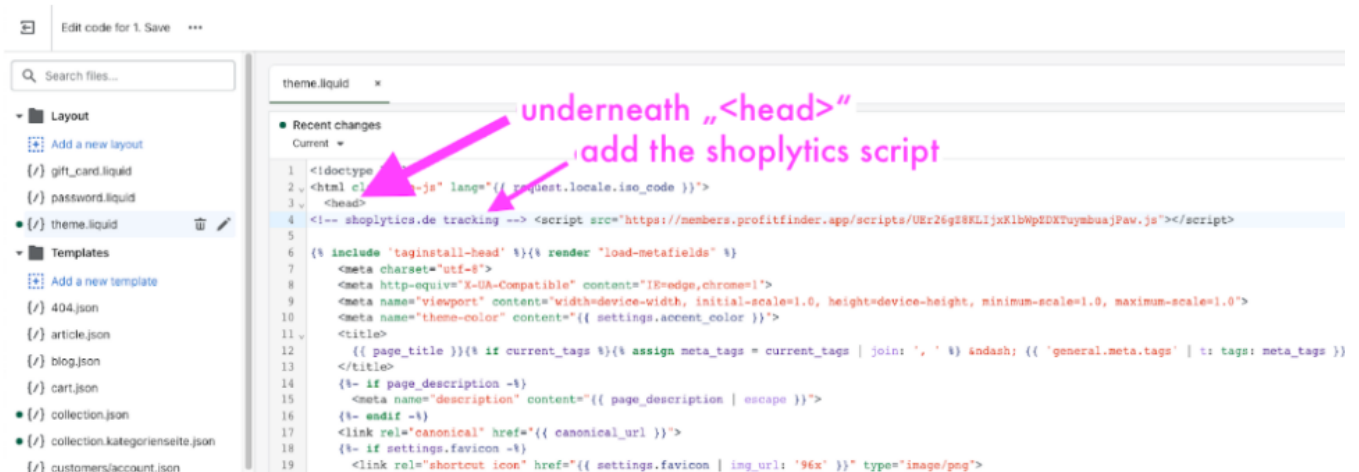


3. then in the top right (on your active theme) click on "Actions" and then on "Edit Code"



4. then under "Layout" > click on "theme.liquid"

5. On the right side of the source code, find the line with: <head>



6. Now insert the Shopytics script you received by email directly BELOW the <head> line

Step 2

1. In Shopify, go to Settings at the bottom left and then to Customer Events
2. Click on "Custom Pixels" and "Add Custom Pixel" and enter "Shopytics"
3. At the very top, 2 privacy settings must now be configured. Due to the structure of the Shopytics API, you can select the two "most lenient" options here

Customer privacy ⓘ

Permission

Required

Not required
The pixel will always run.

Data sale

Data collected qualifies as data sale

Data collected qualifies as data sale and supports limited data use

Data collected does not qualify as data sale
The pixel will collect data when the customers opts out of their data being sold.

4. At the very bottom, insert a code. Please click on the following link to see the code and copy the code 1:1: <http://shoplytics.de/shopify-pixel> (After inserting, Shopify will display a warning... You can ignore it. The code is correct.)
5. Now "save" **and then click on "connect"**

Congratulations! Done. Now please let our team know that you have set everything up.

If your Shopify statistics suddenly no longer count all visitors because the consent banner does not communicate with Shopify...

Problem:

As long as the consent banner is built in via Shopify plugins, etc., Shopify itself is notified in most cases when a user accepts the consent.

However, if you implement the consent banner differently, Shopify "loses" this direct connection and integration with the consent banner. As a result, Shopify assumes that NO consent has been given — and is therefore only allowed to record its own statistics in a reduced manner. This is why you see a sudden loss of sales data in your Shopify statistics.

Solution:

In order to give Shopify a clear indication that the statistics in your Shopify dashboard may continue to be displayed, you need to add the following code under "Custom Scripts" in the Shoplytics admin area.

```
window.Shopify.customerPrivacy.setTrackingConsent( { analytics: true, marketing: true, preferences: true, sale_of_data: true }, function() { console.log( Shopify 'injecting consent.' ); } );
```

However, make sure that this command is only actually executed when your visitors' consent is given: To do this, activate the option: "Comply with GDPR and only trigger when consent exists"

With the following command you can (e.g. enter in the browser console) find out whether the consent has been changed accordingly:

```
window.Shopify.customerPrivacy.currentVisitorConsent();
```

Shopware

Step 1 (of 1:)

Integrate the Shoplytics script (which you received from us via email) into the <head> section of the shop.

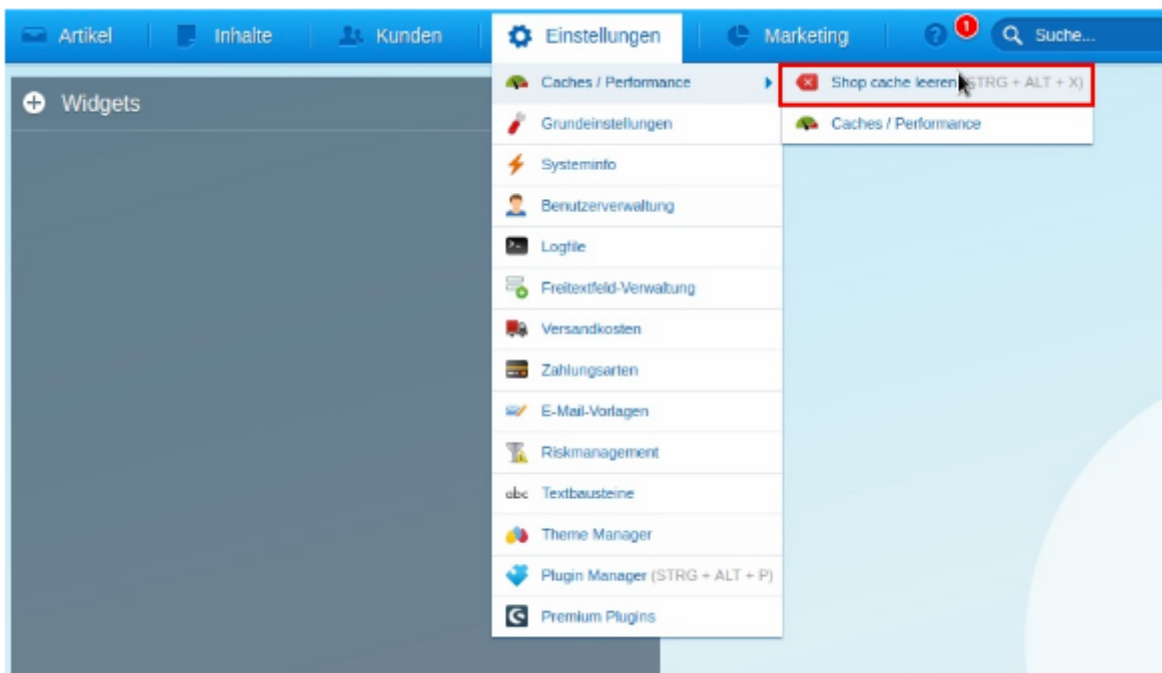
Preferably at the very top of the head section for best results. Please do not use "defer" or "async", as we manage the loading time of the tracking script proactively directly via Shoplytics. If you're not sure how to place the script in the head section (or don't have a developer who can do it), simply download the Shoplytics plugin for Shopware 5 or 6, which will then place the script in the perfect spot for you - without you having to click around in the source code.

If you cannot place the script directly in the source code (which is the preferred recommendation), you can install the Shoplytics plugin for your Shopware version... (only necessary if you cannot/do not want to manually insert the script into the head section of your shop)

Proceed as follows.

Shopware 5	Shopware 6
To the plugin	To the plugin

1. The plugin must be added to Shopware via "Upload".
2. Enter your tracking URL in the plugin settings (you received this via email.)
3. Remember: "Clear Shopware cache" (only then will the changes be displayed to your visitors and data be collected), see screenshot below



If needed, you can now also activate Dynamic Retargeting in Shopware...

In dynamic retargeting, the user's actions are passed on to Google Ads.

This way, following the shop visit, the user sees the appropriate advertisements for exactly the product they were interested in in the shop.

The Google Ads algorithm distinguishes between product page views, opened shopping carts, and purchases.

To achieve this, the IDs of the products communicated to Google via the Google Shopping feed must exactly match the product IDs used in the tracking.

Unfortunately, this is not always the case. Especially when the Shopping feed "pulls" the product ID from a different field in the Shopware database than the tracking system in the browser.

To check whether the IDs in the Google Shopping feed exactly match the IDs in the browser, we have prepared a small tool for you.

You can find it here: <https://lookerstudio.google.com/reporting/e4016efc-6684-46ff-8216-7853639163d1>

If the IDs in the Shopping feed (left table) do not exactly match those in the right table (browser/tracking) (Attention: case sensitivity also counts), then you must adjust the Shopping feed export as follows:

Step 1: Check which DataLayer version is active in your shop.

To do so, please open a PRODUCT DETAIL page in your shop and add the parameter ?datalayer=1 to the URL.

→ A large yellow window will open. It shows the version of your Datalayer.

Step 2: Depending on the version of your Datalayer, you must adjust the Shopping feed so that the product ID (article ID) is pulled from the following field.

	Shopware 5	Shopware 6
Datalayer "Universal"	articleID	productID
Datalayer "GA4"	Ordernumber	Number

Woocommerce

1. Install GTM (Google Tagmanager) plugin in WordPress:

<https://de.wordpress.org/plugins/duracelltomi-google-tag-manager/>

2. Open the plugin settings, enter the Google Tag Manager ID GTM-KK8SCVP and set Container Mode to ON below.

3. Then configure everything as follows

The screenshot shows the 'Integration' tab in the Google Tag Manager settings. The 'WooCommerce' option is selected under the 'Integration' section. Below this, the 'Track e-commerce' section is expanded, showing various configuration options:

- Track e-commerce:** Choose this option if you would like to track e-commerce data using [ecommerce tracking](#). Use the plugin's [official guides](#) to setup your Google Tag Manager container: **WooCommerce 5.0+ is required to use this integration**. This plugin (woocommerce/woocommerce.php) is **active**, it is strongly recommended to enable this integration!
- Products per impression:** If you have many products shown on product category pages and/or on your site home, you could miss pageviews in Google Analytics due to the amount of data that is needed to be sent. To prevent this, you can limit the number of products per impression. Leave this value 0 to include product impression data in your pageview hit.
- Cart content in data layer:** Enable this option to include the content of the cart in the data layer on each page. Needs WooCommerce v3.2 or newer. Especially useful for site personalization tools.
- Include full category path:** Check this to include the full category path of each product in enhanced ecommerce tracking. **WARNING!** This can lead to performance issues on large sites with lots of traffic!
- Taxonomy to be used for product brands:**
- Customer data in data layer:** Enable this to add all customer data (billing and shipping data, total number of orders and order value) into the data layer (WooCommerce 3.x required)
- Order data in data layer:** Enable this to add all order attribute into the data layer on the order received page regardless and independently from classic and enhanced ecommerce tracking (WooCommerce 3.x required)
- Exclude tax from revenue:** Enable this to exclude tax from the revenue variable while generating the purchase data
- Only track orders younger than:** **experimental** To prevent duplicate transaction tracking at the order received page, enter the maximum age (in minutes) of the order or its payment for the transaction to be measured. Viewing the order received page of order will be tracked.
- Exclude shipping from revenue:** Enable this to exclude shipping costs from the revenue variable while generating the purchase data
- Google Ads Business Vertical:** Select which vertical category to add next to each product to utilize dynamic remarketing for Google Ads. Use the plugin's [official setup guide for dynamic remarketing](#) to setup your Google Tag Manager container.
- Product ID prefix:** Some product feed generator plugins prefix product IDs with a fixed text like 'woocommerce_gpf'. You can enter this prefix here so that tags in your website include the product ID prefix.
- Use SKU instead of ID:** Check this to use product SKU instead of the ID of the products for remarketing and ecommerce tracking. Will fallback to ID if no SKU is set.
- Do not flag orders as being tracked:** Turn this on to prevent the plugin to flag orders as being already tracked. Leaving this unchecked ensures that no order data will be tracked multiple times in any ad or measurement system. Please only turn this feature on if you really need it!
- Clear ecommerce object before new event:** Clear the ecommerce object before any new event being pushed into the data layer. Although it is [recommended by Google](#), it is not mandatory to activate this feature as the GA4 event tag reads only the last pushed ecommerce data on any new event. Use it if you encounter issues with your GTM implementation.

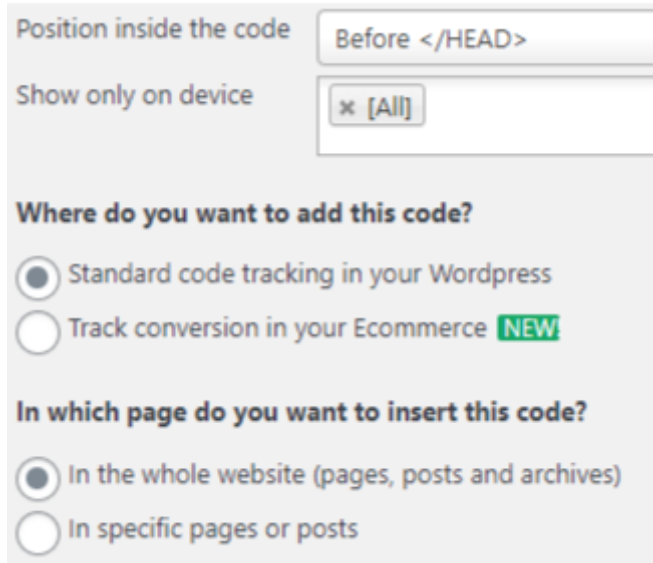
4. Embed the Shoplytics script

You will find the Shoplytics script in the last email you received from us. This must be embedded in the head section of the page.

For this we recommend the free WordPress plugin "Tracking Code Manager"

a. After you have installed the Tracking Code Manager, go to Settings → Tracking Code Manager in WordPress.

b. There, create a new tracking code, enter "Shoplytics" in the title and paste the Shoplytics script into the grey box. (Please paste it exactly as it appears in the email. Please do not click on the link contained in the script and insert the content. That would destroy your website. Please simply copy the script 1:1 from the email and insert it exactly as is.) c. Below the script, configure the settings as follows:



The screenshot shows a configuration interface for a tracking code. At the top, there are two dropdown menus: "Position inside the code" set to "Before </HEAD>" and "Show only on device" set to "x [All]". Below these is a section titled "Where do you want to add this code?" with two radio button options: "Standard code tracking in your Wordpress" (selected) and "Track conversion in your Ecommerce NEW". The next section is "In which page do you want to insert this code?" with two radio button options: "In the whole website (pages, posts and archives)" (selected) and "In specific pages or posts".

5. Only if you use the "WP-Rocket" plugin

In order for the tracking code to load without errors in this case, you need to extend the Shoplytics script you received from us with the following code snippet. Insert the **bold part** at the same position in your script. Example code (only copy the bold part and add it to your script): `<script src="https://app.shoplytics.de/0000000.js" data-cfasync="false" ></script>` If you have any problems with this, you can simply write to us stating that you use WP-Rocket, and we will adjust the script for you.

6. Only if you use the "Nitropack" plugin

Please click on the following link and make the adjustments so that tracking can work:

https://docs.google.com/document/d/1JR5MYsiKijrR3z0Hzhk_ZZ_pbAmIKEmpVZ6HxqlEkvQ/

7. Only if you use the "Borlabs Cookie" consent manager

In the Borlabs settings, an exception for `https://tagmanager.google.com/` must be added in the "Script Blocker" tab, otherwise Shoplytics tracking will be blocked directly, even when cookies have been accepted. (If this is unclear, just send an email to Marco: `technik@shoplytics.de`) Through the exception in the script blocker, Shoplytics can be loaded immediately, and Shoplytics then checks whether tracking may be active or not. If the entire script blocker is disabled on your site, then no exception needs to be added.

Load time optimization

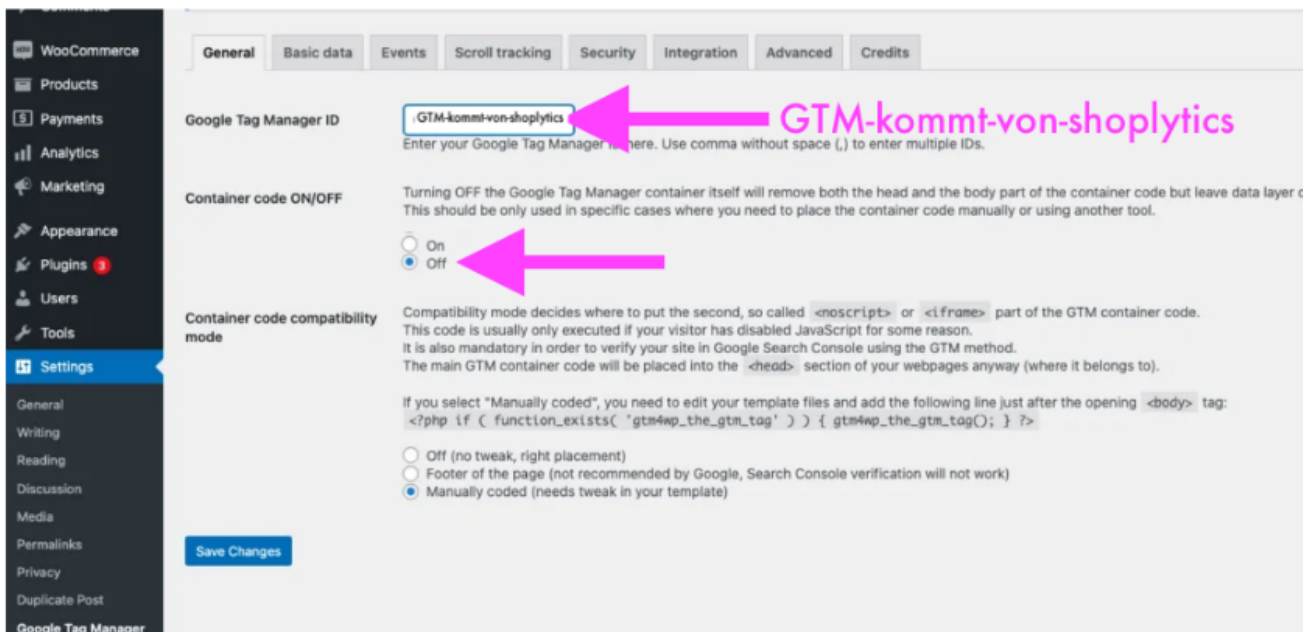
Shoplytics helps you optimize the load time of your shop.

Ideally, Shoplytics serves the "GTM" (Google Tagmanager code) itself instead of having GTM4WP deliver it.

→ If in the page-speed test: <https://pagespeed.web.dev>, the "GTM-KK8SCVP" is shown as rendering-blocking, proceed as follows:

Change two settings in the GTM4WP plugin...

1. Instead of the GTM ID, enter the following in the "Google Tag Manager ID" field:
GTM-EMPTY
2. Under "Container code ON/OFF" select the setting "OFF"



3. **Change the setting in app.shoplytics.de/einstellungen** In order for Shoplytics to deliver the Google Tagmanager in a load-time-optimized way, you must set the "Shop system" in Shoplytics to "Self-programmed". This way, Shoplytics knows that the GTM is not provided by the plugin, but that Shoplytics has to provide it.

Plentymarkets

You have received a tracking code from us via email. Please insert it into the head section of the shop.

Once the code is in the shop, please send a short email to data@shoplytics.io. We will then ensure that all ecommerce events can be tracked.

Oxid

You have received a tracking code from us via email. Please insert it into the head section of the shop.

Once the code is in the shop, please send a short email to data@shoplytics.io. We will then make sure that all ecommerce events can be captured.

Magento

Step 1

Insert the Shoplytics script in the head section of the website. You have received this from us by email.

Step 2 differs depending on your Magento version:

Magento (Commerce Version)

Follow Magento's instructions for activating the Tag Manager at the following link: [To the official guide](#)

You don't need to do anything other than follow the steps shown under Step 3. Enter "**GTM-KK8SCVP**" as the "GTM ID". (This is the official Shoplytics container. Nobody other than the Shoplytics developers gets access to it, in order to protect all Shoplytics customers.)

Magento (Open Source Version)

1. Install GTM plugin: [To the plugin](#)
2. Configure the settings as shown in the following images (You can [find the "Google Tag Manager Javascript Code" here](#))

If you do not want to purchase the GTM plugin, the datalayer can also be provided directly by Shoplytics. However, this requires custom programming for your shop (which is then loaded directly through the Shoplytics script.). The Shoplytics datalayer service is somewhat cheaper than the GTM plugin and can be booked at <https://www.checkout-ds24.com/product/592227/>.

Enable GoogleTagManager (store view)

Google Tag Manager Javascript Code (store view)

Google Tag Manager Non-Js Code (store view)

Impression Chunks Size (store view)
The impressions will be sent in separate chunks limited to this number.

Product Identifier (store view)

Enable Brand (store view)

Enable Variant (store view)

Order Success Page Total Calculation (store view)

Exclude Tax From Transaction (store view)
Tax will be deduced from Grand Total

Exclude Shipping From Transaction (store view)

Custom Attribute 1

(store view) (Retrigger the Variables, Triggers and Tags Setup if you make changes here)

Track Custom Attribute 1 (store view)

Attribute 1 Name (store view)

Attribute 1 (store view)

Only attributes with Used in Product Listing set to Yes are available here.

Track Custom Attribute 1 Type (store view)

Track Custom Attribute 1 Index Number (store view)

This must match the index number set in Google Analytics

Exclude Tax From Transaction

[store view]

Tax will be deduced from Grand Total

Exclude Shipping From Transaction

[store view]

Shipping charges will deduced from Grand Total

Exclude Orders with 0 value

[store view]

Orders with value 0.00 can be excluded from purchase transactions if you set this option to Yes

Custom Dimension - Customer ID

[store view]

Custom Dimension - Customer ID Index Number

[store view]

Custom Dimension - Customer Group

[store view]

Custom Dimension - Customer Group Index Number

[store view]

[store view]

Hit Scoped Custom Dimensions

Custom Dimension - Page Name

[store view]

Custom Dimension - Page Type

[store view]

Custom Dimension - Page Type Index Number

[store view]

[store view]

Product Scoped Custom Dimensions

Stock Status

(Retrigger the Variables, Triggers and Tags Setup if you make changes here)

Track Stock Status (instock/out of stock)

[store view]

Track Stock Status Index Number

[store view]

Track Reviews Count [store view]

Track Reviews Count Index Number [store view]

This must match the index number set in Google Analytics

[store view] **Reviews Score**
(Retrigger the Variables, Triggers and Tags Setup if you make changes here)

Track Reviews Score [store view]

Track Reviews Score Index Number [store view]

This must match the index number set in Google Analytics

[store view] **Sale Product**
(Retrigger the Variables, Triggers and Tags Setup if you make changes here)

Track Sale Product [store view]

Magento's Sale Product Attribute value is used here

Track Sale Product Number [store view]

This must match the index number set in Google Analytics

Google AdWords conversion tracking

Enable [store view]

Google Conversion Id [store view]

Ex: 12324325

Google Conversion Label [store view]

Ex: Label value

Google Conversion Currency Code [store view]

Ex: usd

Exclude Orders with 0 value [store view]

Orders with value 0.00 can be excluded from conversion tracking if you set this option to Yes

[store view] [Sign in to Google](#)

Google AdWords Remarketing

Enable [store view]

Conversion Code [store view]

Conversion Label [store view]

You can leave the Conversion Label field blank if there is no google_conversion_label in the code box.

Exclude Orders with 0 value [store view]

Orders with value 0.00 can be excluded from adwords remarketing if you set this option to Yes

[store view] [Sign in to Google](#)

JTL

1. Install GTM Plugin: [Go to Plugin](#)
2. Configure settings as follows: (You will find the tracking key in your email)

Plugin: NETZdingeDE Google Codes

Autor: Rene Kaltschmidt **Homepage:** <http://www.NETZdinge.de>

Beschreibung: Dieses Plugin fügt folgende Codes in die Seite ein: Search Console Verification Tag, Universal Analytics (incl. E-Commerce Tracking, Anonymizelp, In-Page-Analyse, Displayfeatures, Remarketing Dimensionen, Search Box, Scroll Tracking Google Tag Manager, Google Optimize, ProfitFinder. Zur Funktion MUSS unter Einstellungen -> Globale Einstellungen die "UA" Nummer eingetragen sein. Bei Fragen wenden Sie sich an mail@NETZdinge.de

Allgemein | Google Universal Analytics | Google Ads Conversion Tracking u. Remarketing | Google Tag Manager | Google Optimize | Dokumentation | Lizenz

Fügt den Google Tag Manager optimiert und asynchron in den Seiten Quelltext ein.

Google Tag Manager verwenden?	Ja
Google Tag Manager ID	GTM-KK8SCVP Tagmanager ID: GTM-KK8SCVP eintragen
DataLayer bereitstellen? (DOKU!!!)	Ja
Bezeichnung des DataLayer (nur Buchstaben!)	dataLayer dataLayer
Welche Summe soll für als "Wert" gesendet werden?	Gesamtsumme Netto

ProfitFinder - Siehe Doku! [?](#)

ProfitFinder einbinden?	Ja Ja
ProfitFinder Tracking Schlüssel	WZfQo...>0Z9f Den erhalten Sie von uns.

Wix

1. Log in to Wix and go to the settings via the menu.
2. Scroll all the way down and click on "Marketing Integrations".
3. Connect the "Google Tag". You received the required GA4 ID from us via **email**.
4. In the next step, the "Google Tag Manager" must also be connected under "Marketing Integrations". Here you enter the ID **GTM-KK8SVP**. (This is the official Shoplytics container. To protect you and all other Shoplytics customers, no one from the Shoplytics developers has access to this container.)
5. Now go back to the settings and click on "**Custom Code**" (This is exactly 2 items above "Marketing Integrations")
6. Now click on "Edit Custom Code" and insert the **Shoplytics code** at the very top, which you received from us via **email**.
7. For the name, you can simply enter Shoplytics. The remaining settings as shown in the image:

Eigenen Code hinzufügen

Code-Einstellungen

Code-Typ

Gib den Code-Ausschnitt hier ein:

CODE HIER EINFÜGEN

Name: 

Shoplytics / Profitfinder

Code zu Seiten hinzufügen:

Alle Seiten

Code einmal laden



Bestimmte Seiten auswählen

Code eingeben: 

Head

Body - start

PrestaShop

1. Install GTM plugin: [Go to plugin](#)
2. In the plugin, enter the Google Tag Manager ID **GTM-KK8SCVP**
3. Configure all settings as shown in the images:

If you do not wish to purchase the GTM plugin, the datalayer can also be provided directly by Shoplytics. However, this requires custom programming for your shop (which will then be loaded directly via the Shoplytics script). The Shoplytics datalayer service is slightly cheaper than the GTM plugin and can be booked at <https://www.checkout-ds24.com/product/592227/>.

GTM configuration

Enable Google Tag Manager

YES

NO

Google Tag Manager ID

GTM-KK8SCVP

Datalayer format

Datalayer optimized for GA4

Language used for the datalayer

Default - User language

Data format

Product id

id

How to display id for product with variant

Display variant ID only when set

Variant ID separator

-

Product name

name

Category name

name

Display category hierarchy

YES

NO

Add wholesale price to datalayer

YES

NO

Display main price with tax

YES

NO

Display product price with tax detail

YES

NO

Display product stock in datalayer

YES

NO

Customer informations & Google Analytics User ID feature

Add User ID in datalayer

YES

NO

Add User ID in datalayer for guests

YES

NO

Add customer informations

Display customer information whenever it's possible



Remarketing

Enable Remarketing Parameters

YES

NO

Product ID in Merchant Center

id



Product ID prefix

Advanced parameters

Load GTM script

YES

NO

Google Tag Manager script URL

https://www.googletagmanager.com/gtm.js

Enable Automatic Re-send Orders

YES

NO

Enable automatic recreation of datalayer

YES

NO

Maximum days to re-send orders

7

Maximum category items to send in datalayer

30

Asynchronous loading of User Info

YES

NO

Track shipping selection

YES

NO

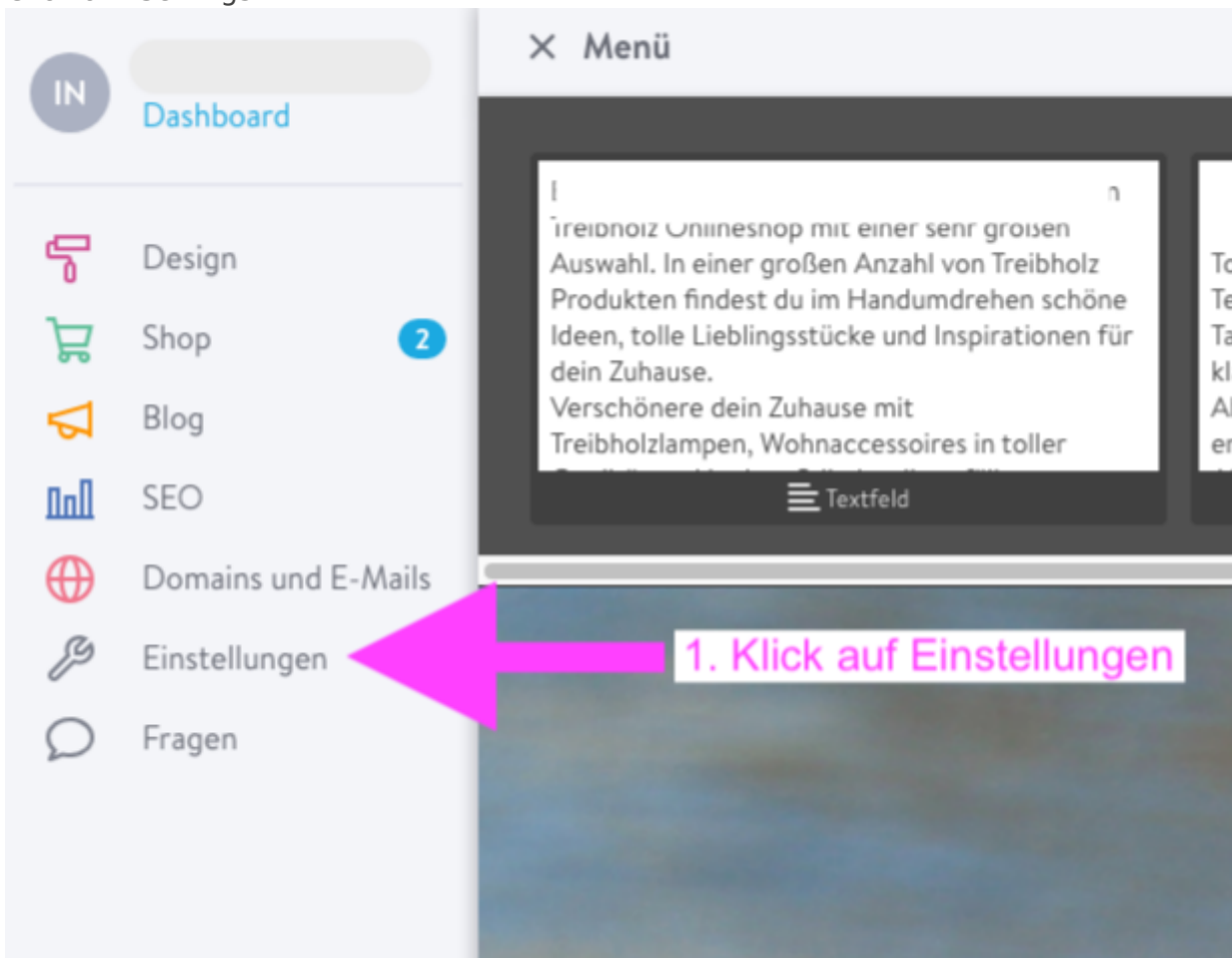
Track payment selection

YES

NO

Jimdo

1. Open your Jimdo admin interface
2. Click on "Settings"



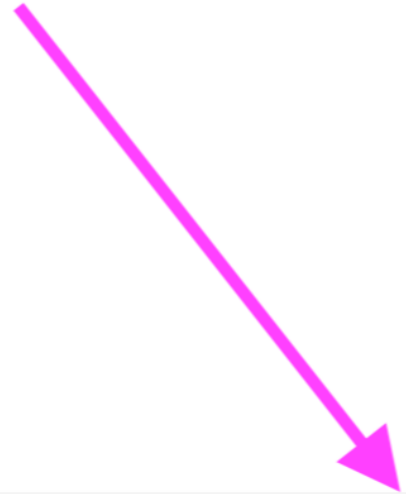
3. Click on "Edit Head"


```

1 <script src="https://members.profitfinder.app/scripts/5a:
2 <meta name="google-site-verification" content="S_onvkQIw_
3 <meta name="google-site-verification" content="S_onvkQIw_
4 <meta name="Robots" content="index, follow" />
5 <meta name="facebook-domain-verification" content="74jikl
6
7 <style>
8 /* <![CDATA[ */
9 .cc-pagemode-default .cc-shop-product-img, .cc-pagemode-
10     display: none;
11 }
12 /*]]>*/
13 </style>
14
15
16 <script src="//
17
18 <script src="ht
19
20 <script type="text/javascript">
21 //<![CDATA[
22     var $ = jQuery.noConflict();
23 $ (document).ready(function(){
24     $(".cc-pagemode-default, .cc-pagemode-overlay, .cc-pagemode-sitetemplate").addClass("besucher");
25     $(".j-bgrld:has(.rahmen) ").addClass( "rahmen flex" );

```

Klicke ganz rechts unten auf „Speichern“



Verwerfen **Speichern**

Check that everything is working:

If you want to make sure that everything is working, you can proceed as follows.

1. Call up your shop URL with the following suffix at the end: ?check=1 Example: If your shop URL is: my-shop.com, then call up the following URL in the browser: my-shop.com?check=1
2. You should then see a large yellow sign in the browser that says: **"The Shopytics script has been correctly embedded in the source code"**
3. If you do not see this sign, then please contact our technical team directly and we will help you further.

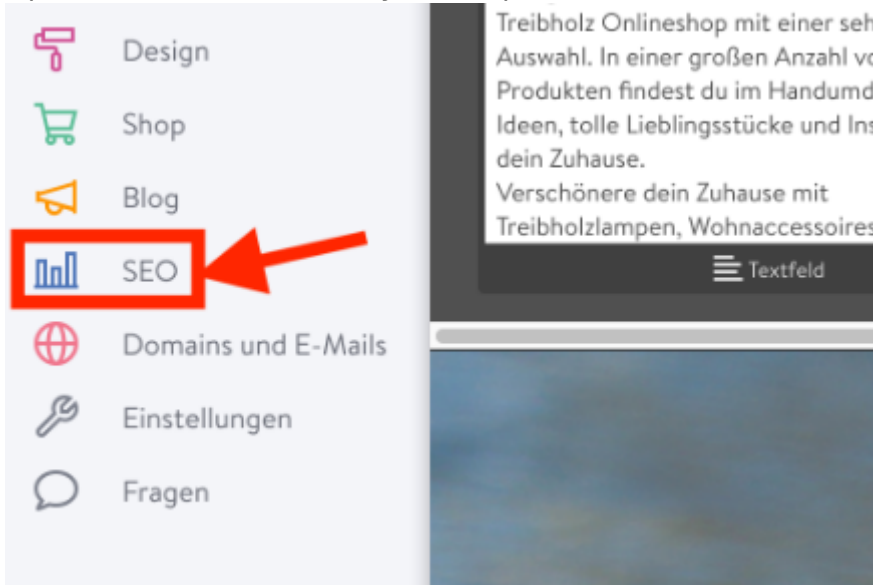
Bonus task:

Remove duplicate tracking scripts.

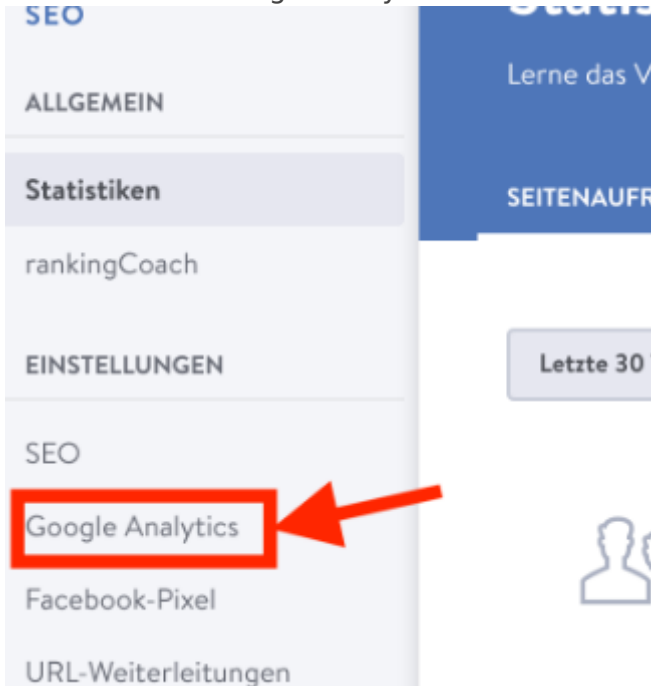
To avoid unnecessarily loading duplicate tracking scripts, proceed as follows:

Remove duplicate "Google Analytics" tracking

1. Open the "SEO" section in your shop.



2. Then click on "Google Analytics"



3. If there is an account ID in there, then please send us an email with this ID, and we will also include it in the ProfitFinder. This saves loading time and additional code in your shop

Google Analytics



Verbinde deine Website mit Google Analytics und erhalte ausführliche Statistiken zu deinen Website-Besuchern.

Eigene Statistik

Um detaillierte Statistiken zu deinen Besuchern zu erhalten, verbinde dein eigenes Google Analytics Konto mit deiner Jimdo-Seite.

Füge dazu deinen persönlichen Google Analytics Code ein. Möchtest die Funktion wieder deaktivieren, lösche deinen Code und speichere. Bitte beachte, dass du die Statistiken für deine Webseite direkt in deinem Google Analytics Konto findest.

Falls hier etwas drin steht, dann sende uns das.
Wir übernehmen das dann in das Tracking-System



Tracking-ID

i Google Analytics ist deaktiviert.

X-Cart

1. Install the following plugin. This provides the "Ecommerce Datalayer according to Google Standard". The Ecommerce Datalayer delivers the necessary signals for tracking ecommerce events and product details. <https://market.x-cart.com/addons/google-tag-manager-classic.html?backURL=https%3A%2F%2Fmarket.x-cart.com%2Fsearch%2F%3Fsubstring%3Ddatalayer%23productid-5199>
2. Place the Shoplytics code globally in the <head> section of the shop. You received the Shoplytics code from us by email. You can also find it at any time at <https://app.shoplytics.de/einstellungen/?tab=skript>

BigCommerce

1. Install the following plugin. This provides the "Ecommerce Data Layer according to Google Standard". The Ecommerce Data Layer delivers the necessary signals for tracking ecommerce events and product details. <https://www.bigcommerce.com/apps/tag-manager-suite/>
2. Place the Shoplytics code globally in the <head> section of the shop. You received the Shoplytics code from us by email. You can also find it at any time at <https://app.shoplytics.de/einstellungen/?tab=skript>

Custom development / unsupported shop system

Custom Development / Unsupported Shop System

For Shoplytics to capture relevant e-commerce events in your shop (e.g. `view_item`, `add_to_cart`, `purchase`), it needs a clean e-commerce data layer.

This data layer provides structured information, including:

- Product IDs and variants
- Categories
- Prices and revenue
- Cart and order data

In short: Everything that turns visitors into measurable purchasing decisions.

The standard Shoplytics relies on

Shoplytics follows the common Google Analytics data layer standard (GTM version).

For many shop systems, ready-made plugins are already available. That's why our first, pragmatic tip is:

Search your shop's admin area for plugins with terms like

- "Data Layer"
- "Google Tag Manager"
- "GTM"

Many of these plugins provide the required e-commerce data layer right out of the box. If you're unsure whether a plugin is the right fit for you, feel free to send us the link at

support@shoplytics.de and we'll quickly check it for you.

Couldn't find a plugin for your shop? No problem.

(PS: You shouldn't have to pay more than 10 euros per month for this ... there are plugins out there that charge ten times as much. That's way too much.)

Especially with more customized setups, it's completely normal for no plugins to be available. That's not a problem either.

In this case, you have two clean options:

Option 1: Data layer implementation by your developer or agency

Your developer implements the e-commerce data layer directly in your shop's source code.

This is the standard approach for:

- Custom-built shops
- Non-standardized shop systems
- Custom product, pricing, or cart logic
- (just forward this documentation to your developer)

You'll find the instructions for your developer at the bottom of this page.

Option 2: We'll take care of it for you. Book the Shoplytics Data Layer Service

What you get:

- A custom-built e-commerce data layer for your shop
- No development effort on your side
- Implementation according to the common, future-proof standard

Important: This data layer belongs to you. You can continue to use it independently of Shoplytics, since other plugins and tracking systems also align with this exact standard.

[--> Book the Data Layer Service now](#)

So: **Whether from us, a plugin from your shop, or your shop agency - make sure you get a clean data layer based on this standard.**

You're not investing in a tool, but in a clean data foundation for your shop.

In the next step, you'll find the original Google documentation on this topic.

Instructions for your developer on how to easily program the data layer

1. **Programming the "DataLayer" and populating it with "Enhanced E-Commerce Data"** according to Google's own documentation (You can find the link to the full Google documentation and all possible events at the end of this document.):
 1. You can limit yourself here to the following four events/page views: (Steps 1 through 4 are "mandatory" to start ecommerce tracking)
 1. Viewing a product page (Documentation: "view_item")
 2. Adding/removing a product from the shopping cart (Documentation: add_to_cart, or: remove_from_cart)
 3. Entering the checkout: begin_checkout
 4. Transmission of successfully completed purchases (on the "Thank You page" after the purchase) (See purchase in the Google docs)
 2. Please observe the "required" parameters in each of the data layer pushes in the original Google documentation (links below):
 1. the respective event name (e.g. "view_item" or "purchase")
 2. items > item_name & item_id
 3. currency
 4. value

If you have any questions about the programming, feel free to contact us anytime at:

support@shoplytics.de

Google's documentation on the individual events:

Please have your developer team implement it exactly this way.

(Also see the mandatory parameters in the ecommerce and items objects.)

At minimum, the events: view_item, add_to_cart and purchase are necessary.

It would be better to have all of the following events...

add_payment_info:

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=de&client_type=gtm#add_payment_info

add_shipping_info:

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=de&client_type=gtm#add_shipping_info

add_to_cart:

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=de&client_type=gtm#add_to_cart

begin_checkout:

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=de&client_type=gtm#begin_checkout

view_item:

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=de&client_type=gtm#view_item

view_item_list:

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=de&client_type=gtm#view_item_list

purchase:

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=de&client_type=gtm#purchase

remove_from_cart:

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=de&client_type=gtm#remove_from_cart