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

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