

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

Enable Automatic Re-send Orders YES NO

Enable automatic recreation of datalayer YES NO

Maximum days to re-send orders

Maximum category items to send in datalayer

Asynchronous loading of User Info YES NO

Track shipping selection YES NO

Track payment selection YES NO

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