

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. The settings are as follows:

- 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 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 o
- 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 t
- 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 eve t
Use it if you encounter issues with your GTM implementation.

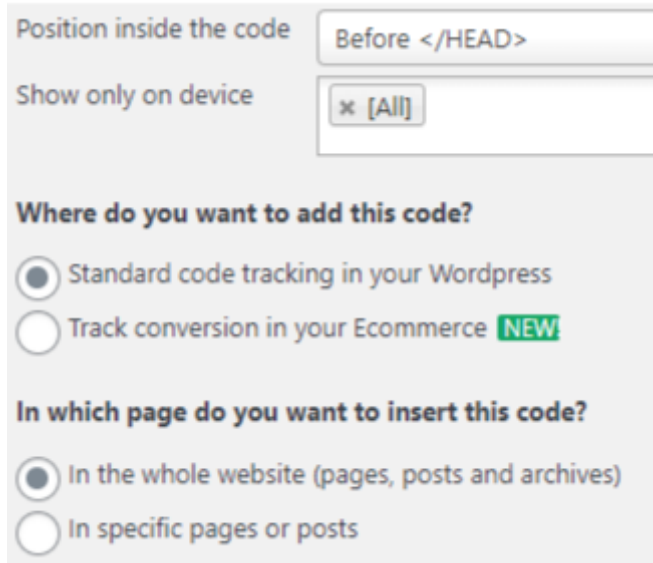
4. Embed the Shoplytics script

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 is a dropdown menu for "Position inside the code" set to "Before </HEAD>". Below it is a "Show only on device" section with a button labeled "x [All]". The main section is titled "Where do you want to add this code?" and has two radio button options: "Standard code tracking in your Wordpress" (selected) and "Track conversion in your Ecommerce NEW". Below this is another section titled "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

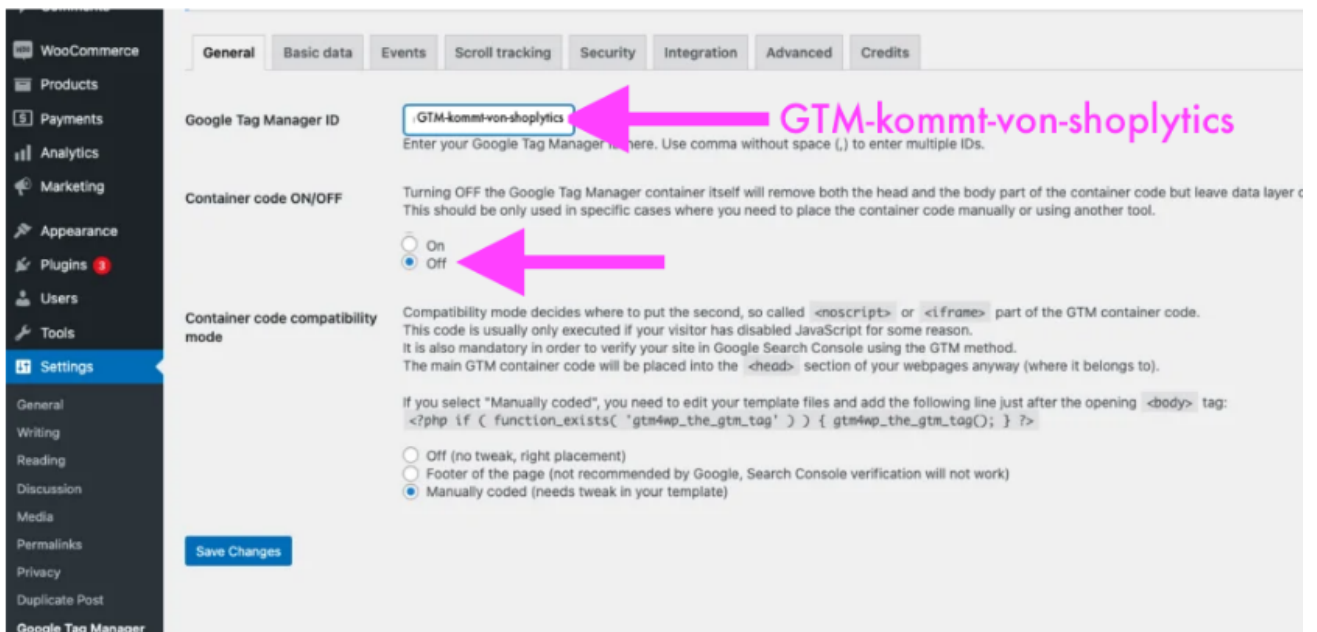
Shoplytics helps you optimize the load time of your shop.

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.

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