

# Magento

## Schritt 1

Fügen Sie das Shoplytics-Script im Head-Bereich der Webseite ein. Dieses haben sie per Email von uns erhalten.

Schritt 2 unterscheidet sich abhängig von ihrer Magento-Variante:

## Magento (Commerce Version)

Folgen Sie den Anweisungen von Magento zur Aktivierung des Tagmanagers unter folgendem Link:

[Zur offiziellen Anleitung](#)

Sie brauchen nichts weiter zu machen als den unter Schritt 3 gezeigten Schritten zu folgen. Als "GTM ID" tragen sie "**GTM-KK8SCVP**" ein. (Das ist der offizielle Shoplytics-Container. Niemand, außer den Shoplytics-Entwicklern bekommt Zugriff darauf, um alle Shoplytics Kunden zu schützen.)

## Magento (Open Source Version)

1. GTM Plugin installieren: [Zum Plugin](#)
2. Die Einstellungen wie auf den folgenden Bildern setzen (Den "Google Tagmanager Javascript Code" [finden sie hier](#))

Falls du das GTM-Plugin nicht kaufen möchtest, kann die Datalayer auch direkt von Shoplytics bereitgestellt werden. Dazu ist aber eine individuelle Programmierung für deinen Shop nötig (diese wird dann direkt durch das Shoplytics-Script geladen.). Der Shoplytics-Datalayer-Service ist etwas günstiger als das GTM-Plugin und kann auf <https://www.checkout-ds24.com/product/592227/> gebucht werden.

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]

### 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]

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