

# PrestaShop

1. GTM Plugin installieren: [Zum Plugin](#)
2. Im Plugin die Google Tagmanager-ID **GTM-KK8SCVP** eintragen
3. Alle Einstellungen wie in den Bildern setzen:

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.

## 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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