Easy Conversion Tracking with Magento Commerce
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President, Psyberware
Agenda – A Practical "How To" Guide

• Better Reporting with Magento 2's Google Tag Manager Implementation
  – Google Tag Manager (GTM) Setup
  – Google Analytics Enhanced Ecommerce Reporting

• Ad Conversion Tracking Using Magento 2 & Google Tag Manager
  – Google AdWords
  – Bing Ads
  – Facebook Ads

• More Things You Can Do
  – Google Optimize for A/B Testing
About Me

- Merchant Background – VP of IT & Ecommerce
- Early Magento 1 to Magento 2 Migration
Google Tag Manager

Basic Setup
What Is A Tag?

- A tag is a snippet of code that sends information to a third party

- Example:

```html
<!-- Google Analytics -->
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXXX-Y', 'auto');
ga('send', 'pageview');
</script>
<!-- End Google Analytics -->
```
How GTM Works: Tags & Triggers

• Events Trigger Tags

  Website Event ➔ GTM Trigger ➔ Fire a Tag

• Example: User Visits a Page ➔ Pageview Trigger ➔ Log to Analytics

• Example: User Completes Order ➔ Purchase Trigger ➔ Log Conversions
  – Analytics, AdWords, Bing, Facebook Tags Can All Fire
Benefits of Google Tag Manager & Magento

- Centralized Tag Management
- Reduce Complexity When Using Similar Tags, Like Conversion Tracking
- Non-Developers Can Manage Tags
- Version Control

- Reduce Number of Installed Magento Extensions
- Eliminate JavaScript Hacked Into Themes
- Reduced Costs Over Time
- Magento Commerce GTM Includes Analytics "Enhanced Ecommerce"
Benefits of Analytics Enhanced Ecommerce

- Improved Marketing Funnel Reports
- Checkout Abandonment By Checkout Step
- Affiliate Code Report
- Coupon Code Report
- Internal Promotion Report
- Refunds Reduce Conversion Value
Support For GTM In Magento

• Magento Commerce 2.x.x (including Cloud)
  – Built In
  – Easy Configuration
  – Supports Google Analytics Enhanced Ecommerce

• Magento Open Source 2.x.x
  – Not Included
  – Requires Installation of Third Party Extension
    • Most Support Google Analytics Enhanced Ecommerce
Tag Manager: Account Creation

https://tagmanager.google.com

Add a New Account

Setup Account

Account Name: Psyberware

Setup Container

Container name: www.psyberware.com

Where to Use Container:
- Web

CREATE  CANCEL
Tag Manager: **Don't** Install GTM Snippets

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the `<head>` of the page as possible:

```html
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var d=document.getElementsByTagName(s)[0],
j=d.createElement(s),dl=1=='dataLayer'?l+j+l: '';j.async=true;j.src =
'https://www.googletagmanager.com/gtm.js?id='+dl+d.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-5DCHTJV');</script>
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening `<body>` tag:

```html
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-5DCHTJV" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```
Tag Manager: Ready To Go!
Tag Manager: Import Magento 2 Settings (1/2)
Tag Manager: Import Magento 2 Settings (2/2)

Import Container

Overwrite or merge with the latest container version by importing a json file in the correct format.

1. Select file to import
   - GTM_M2_CONFIG.JSON

2. Choose workspace
   - DEFAULT WORKSPACE

3. Choose an import option
   - Overwrite
     - Overwrite selected workspace with content of imported container GTM-5DCHTJV
   - Merge
     - Merge selected workspace with content of imported container GTM-5DCHTJV

Download: www.psyberware.com/blog/gtm
Tag Manager: Tags, Triggers, and Variables

**Tags**
- 11 New
- 0 Modified
- 0 Deleted

**New tags**
- Universal Analytics
- m2 - addToCart
- m2 - checkout
- m2 - productClick
- m2 - productDetail
- m2 - productImpression
- m2 - promotionClick
- m2 - promotionView
- m2 - purchase
- m2 - refund
- m2 - removeFromCart

**Triggers**
- 10 New
- 0 Modified
- 0 Deleted

**New triggers**
- m2 - addToCart
- m2 - checkout
- m2 - productClick
- m2 - productDetail
- m2 - productImpression
- m2 - promotionClick
- m2 - promotionView
- m2 - purchase
- m2 - refund
- m2 - removeFromCart

**Variables**
- 18 New
- 0 Modified
- 5 Deleted

**New variables**
- GoogleAnalytics
- Event
- Click Classes
- Click Text
- Page URL
- Form Text
- Click Target
- Click ID
- Click URL
- Form Classes
- Form ID
- Page Path
- Referrer
- Form Element
- Click Element
- Form URL
- Page Hostname
- Form Target
Tag Manager: Set Analytics ID

User-Defined Variables

Name  Type
GoogleAnalytics  Constant

Variable Configuration

Variable type
- Constant

Value
UA-xxxxxxxx-x
Tag Manager: Publish It!
Magento Commerce
GTM Basic Setup
Magento: Stores > Configuration
Sales > Google API > Google Analytics

Store View: Default Config

GENERAL

CATALOG

CUSTOMERS

SALES

Sales

Google Analytics

Enable [store view]: Yes

Account type [store view]: Google Tag Manager

Enable Content Experiments [store view]: No

Container Id [store view]: GTM-XXXXXXX
Google Analytics
Enhanced Ecommerce
### Analytics: Ecommerce Settings On View

#### Administration

<table>
<thead>
<tr>
<th>Psyberware</th>
</tr>
</thead>
</table>

#### Account Settings
- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

#### Property
- www.Psyberware.com

#### View
- All Web Site Data
- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- All Products
- Calculated Metrics BETA
Analytics: Enable Enhanced Ecommerce

Ecommerce set-up

1. Enable Ecommerce
   - Status: ON
   - Related Products: ON

Enhanced Ecommerce Settings

2. Enable Enhanced Ecommerce Reporting
   - ON

Checkout Labeling (optional)

Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

FUNNEL STEPS

3. 1. Shipping
2. Payment
   - Add funnel step

Submit  Cancel
Enhanced Ecommerce Reports In Action

<table>
<thead>
<tr>
<th>Category</th>
<th>Sessions</th>
<th>Shopping Progression</th>
<th>Abandonments</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Sessions</td>
<td>14,275</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sessions with Product Views</td>
<td>8,381</td>
<td>58.71%</td>
<td></td>
</tr>
<tr>
<td>Sessions with Add to Cart</td>
<td>1,123</td>
<td></td>
<td>7.87%</td>
</tr>
<tr>
<td>Sessions with Check-Out</td>
<td>337</td>
<td></td>
<td>2.36%</td>
</tr>
<tr>
<td>Sessions with Transactions</td>
<td>305</td>
<td></td>
<td>2.14%</td>
</tr>
<tr>
<td>No Shopping Activity</td>
<td>5,809</td>
<td></td>
<td>40.69%</td>
</tr>
<tr>
<td>No Cart Addition</td>
<td>7,245</td>
<td></td>
<td>86.45%</td>
</tr>
<tr>
<td>Cart Abandonment</td>
<td>771</td>
<td></td>
<td>68.66%</td>
</tr>
<tr>
<td>Check-Out Abandonment</td>
<td>145</td>
<td></td>
<td>43.03%</td>
</tr>
</tbody>
</table>
Google AdWords

Conversion Tracking
Analytics: AdWords Linking

(If you already linked Analytics to AdWords, it looks like this!)

AdWords Linking

<table>
<thead>
<tr>
<th>Link group name</th>
<th>Linked accounts</th>
<th>Linked views</th>
</tr>
</thead>
<tbody>
<tr>
<td>psyberware.com</td>
<td>1 linked account</td>
<td>1 linked view</td>
</tr>
</tbody>
</table>

Show rows 10 of 1

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Analytics: AdWords Linking
(If you haven't already done this)

Configure AdWords link group
Linking accounts enables authorized Analytics and AdWords users to access data from both products. Learn more

1. Select linked AdWords accounts
   - psyperware.com

2. Link configuration
   - Link group title
     - psyperware.com

View                  | Link
All Web Site Data     | Turn on all that apply
   - Select All - None

Saving this link enables auto-tagging for any AdWords accounts that were added to the link group.
Auto-tagging allows Analytics to automatically associate AdWords data with customer clicks.
Advanced settings
AdWords: Import Conversion From Analytics
Tools > Conversions

Google Analytics
Select the goals and transactions that you want to import below.
You are currently importing 1 goal. You can see it in Conversion actions.
Learn more about importing Google Analytics goals and transactions.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[Import] [Cancel]
Bing Ads
Conversion Tracking
Bing Ads: Create a UET Tag & Get Tag ID

1. Conversion Tracking
   - UET tags
   - Conversion goals
   - Offline conversions

2. Create UET tag

3. Create UET tag
   - UET tag name: Psyberware UET
   - UET tag description: Enter a UET tag description.

4. Save | Cancel
Bing Ads: Don't Install Bing Javascript

View UET tag tracking code

Click Copy and then paste the UET tag tracking code into every page of your website. Learn how | See examples
If you want to do this later or keep a copy, you can send it in email or download it.

If your website doesn't support JavaScript, click the Non-JavaScript tab and repeat the steps above. Learn more

Name: Psyberware UET

<table>
<thead>
<tr>
<th>JavaScript</th>
<th>Non-JavaScript</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID: 5946907</td>
<td></td>
</tr>
</tbody>
</table>

```html
<script>(function(w,d,t,r,u){var f,n,i,w[u]=w[u]||[]),f=function(){var e={t:"5946907"};o.q[w[u],w[u]=new UET(o),w[u].push("pageLoad"),n=d.createElement(t),n.src=e.src=.async=1,n.onload=n.onreadystatechange=function(){var s=this.readyState;s&&s!="complete"||f()},n.onload=n.onreadystatechange=null},i=d.getElementsByTagName(t)[0],i.parentNode.insertBefore(n,i))})(window,document,"script","//bat.bing.com/bat.js","bat","");</script><noscript><img src="/bat.bing.com/action?ti=5946907&Ver=2" height="0" width="0" style="display:none;visibility:hidden;" /></noscript>
```

Copy  Download  Email
Bing Ads: Create a Conversion Goal

1. Conversion Tracking
   - UET tags
   - Conversion goals
   - Offline conversions

2. Create conversion goal

3. Name: Ecommerce Purchase

4. Type: Destination URL
   - Track every time someone visits a web page as a conversion.
   - Destination URL: /checkout/onepage/success
     - Contains

5. Scope: On account: Payware - A123BCDE
   - Across all accounts

6. Revenue value: Enter how much each conversion is worth to your business.
   - Each conversion action has the same value.
   - Conversion action value may vary (for example, by purchase price)
   - If no value is assigned what should the default value be?
     - 0.00
     - US dollar (USD)
Tag Manager: Understanding the Data Layer

```json
{
    "ecommerce": {
        "purchase": {
            "actionField": {
                "coupon": "",
                "id": "101129704",
                "revenue": 7,
                "shipping": "7.9500",
                "tax": "0.5100"
            }
        },
        "products": [
            {
                "id": "B75",
                "name": "5 7/16 x 7 1/4 + Flap, Crystal Clear Bags (100 Pieces) [B75]",
                "price": "7.0000",
                "quantity": "1.0000"
            }
        ],
        "currencyCode": "USD"
    },
    "event": "purchase",
    "gtm.uniqueEventId": 1
}
```
### User-Defined Variables

#### Choose variable type

**Navigation**
- HTTP Referrer
  - The value is set to the HTTP referrer.
- URL

**Page Variables**
- 1st Party Cookie
  - The value is set to the first value of the 1st party cookie with the matching name.
- Custom JavaScript
  - This variable uses the provided JavaScript function to calculate its value in the br variable is used, the function will be executed and its return value will be used.

<table>
<thead>
<tr>
<th>Data Layer Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>JavaScript Variable</td>
</tr>
</tbody>
</table>
  - The value is set to that of the global JavaScript variable you specify.
Tag Manager: "Checkout Revenue" Variable (2/2)

Variable Configuration

Variable type

Data Layer Variable

Data Layer Variable Name

commerce.purchase.actionField.revenue

Data Layer Version

Version 2

Set Default Value
Tag Manager: Creating Bing Ads UET Tags

Choose tag type

- Marin Software
- Mediaplex - IFRAME MCT Tag
- Mediaplex - Standard IMG ROI Tag
- Bing Ads Universal Event Tracking
- Mouseflow
Tag Manager: Create "Bing Ads Pageview" Tag

Tag Configuration

Tag type
Bing Ads Universal Event Tracking
Microsoft Bing Ads

Bing Ads UET Tag ID
1234567

Event Type
Page Load

Triggering

Firing Triggers
All Pages
Page View

ADD EXCEPTION
Tag Manager: Create "Bing Ads Purchase" Tag

Tag Configuration

Tag type

1. Bing Ads Universal Event Tracking
   Microsoft Bing Ads

2. Bing Ads UET Tag ID
   1234567

3. Event Type
   Variable Revenue

4. Goal Value
   \((\text{Checkout Revenue})\)

Triggering

Firing Triggers

5. m2 - purchase
   Custom Event

ADD EXCEPTION
Facebook
Conversion Tracking
Tag Manager: Create "Facebook Pageview" Tag

Tag Configuration

Tag type

Custom HTML Tag

HTML

```
1  <!-- Facebook Pixel Code -->
2  <script>
3  !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4  n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
5  n.push=n.push||function(){n.push.apply(n,arguments)};n.queue=n.queue||[]}
6  fbq.push({
7  pageview"});fbq(n).init('V
8  fbq(n).track('Pageview");
9  </script>
```

Triggering

Firing Triggers

All Pages Page View
Tag Manager: Create "Facebook Purchase" Tag

Tag Configuration

Tag type

Custom HTML

Custom HTML Tag

1

HTML

1 <script>
2 fbq('track', 'Purchase', {value: {{Checkout Revenue}}, currency: 'USD'});
3 </script>

Triggering

Firing Triggers

m2 - purchase

Custom Event
Tag Manager: Tag Firing Sequences
Set "Facebook Purchase" to Fire After "Facebook Pageview"

Advanced Settings

Tag Sequencing

Fire a tag before Facebook Purchase fires

Setup Tag
Facebook Pageview
Google Optimize
A/B Testing
Tag Manager: Create "Optimize" Tag

Tag Configuration

Tag type

Google Optimize
Google Optimize

Google Analytics Tracking ID

{{GoogleAnalytics}}

Optimize Container ID

GTM-XXXXXX

Triggering

No Trigger!

Choose a trigger to make this tag fire...

LEARN MORE
Tag Manager: Fire Optimize Before Analytics

Modify "Universal Analytics" Tag

- Advanced Settings

- Tag Sequencing

  - Fire a tag before **Universal Analytics** fires

  Setup Tag

  - Optimize

  - Don't fire **Universal Analytics** if **Optimize** fails or is paused
Final Thoughts
Tips & Troubleshooting: GTM Preview Mode

Preview Mode

<table>
<thead>
<tr>
<th>Tags Fired On This Page:</th>
</tr>
</thead>
<tbody>
<tr>
<td>m2 - purchase</td>
</tr>
<tr>
<td>Universal Analytics - Fired 1 time(s)</td>
</tr>
<tr>
<td>Universal Analytics</td>
</tr>
<tr>
<td>Universal Analytics - Fired 1 time(s)</td>
</tr>
</tbody>
</table>

Workspace Changes: 4

PREVIEW

SUBMIT
Tips & Troubleshooting: Browser Extensions

- **Tag Assistant (by Google)** 17.285.0
  Tag Assistant helps to troubleshoot installation of various Google tags including Google Analytics, Google Tag Manager and more.

- **UET Tag Helper (by Bing Ads)** 0.3.4
  This extension helps to identify issues in Bing UET tags

- **Facebook Pixel Helper** 0.7.14
  The Facebook Pixel Helper is a troubleshooting tool that helps you validate your pixel implementation.
Final Thoughts

• GTM, Enhanced Ecommerce, Conversion Tracking, and Optimize
• On Magento Commerce? Use What You're Already Paying For!
  – You Can Reduce Cost and Complexity With Magento + GTM
• Analytics Enhanced Ecommerce Reporting
  – Better Data
  – Better Decisions
• Conversion Tracking Doesn't Require Developers or Installing Extensions

In the time you took to watch this presentation, you could have set it up…

… So, go do it!
Thank You!

www.psyberware.com/blog/gtm
Instructions & Screenshots

@daviddeppner

psy@psyberware.com