

Google Tag Manager Manual

Getting Started

Welcome to the **Google Tag Manager** documentation.

Whether you are a new or an advanced user, you can find some useful information here.

Go ahead, dive in!

Firstly, please, find our extension in [My Downloadable Products](#) section of our store. Learn [how to install extension](#).

How to install the extension

How to install the extension using composer

1. Backup your store's database and web directory.
2. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
3. Copy the installation instructions from the page [My Downloadable Products](#) to the SSH console and press ENTER.

4. Enable the extension:

```
php -f bin/magento module:enable Mirasvit_Core Mirasvit_GoogleTagManager
```

5. Install the extension:

```
php -f bin/magento setup:upgrade
```

6. Clean the cache

```
php -f bin/magento cache:clean
```

7. Deploy static view files

```
rm -rf pub/static/*
rm -rf var/view_preprocessed/*
php -f bin/magento setup:static-content:deploy
```

How to install the extension manually

1. Backup your store's database and web directory.
2. Download archive from [My Downloadable Products](#).
3. Unzip the extension locally.
4. Copy unzipped folder to the root directory of the Magento store.
5. Enable the extension:

```
php -f bin/magento module:enable Mirasvit_Core Mirasvit_GoogleTagManager
```

6. Install the extension:

```
php -f bin/magento setup:upgrade
```

7. Clean the cache

```
php -f bin/magento cache:clean
```

8. Deploy static view files

```
rm -rf pub/static/*
rm -rf var/view_preprocessed/*
php -f bin/magento setup:static-content:deploy
```

Quick Start

Our **Google Tag Manager for Magento 2** is a simple, yet powerful extension that allows you to track the shopping behavior of your customers. Gathered data is supplied through the Google Tag Manager service to Google Enhanced Ecommerce analytics to get hints on how to increase marketing ROI and boost sales.

Use this extension to track the shopping behavior of customers. Know when they add/remove/view cart, add to wishlist, begin checkout, make purchase, choose shipping and payment methods, and many other actions.

- [Configuration Settings](#)
 - [General](#)
 - [Attribute mapping](#)
 - [Customer mapping](#)
- [Frontend debug panel](#)

Configuration Settings

The module Google Tag Manager for Magento 2 requires a prior configuration before it is fully ready to use.

Navigate to **Store > Settings > Configuration > Mirasvit Extensions > Google Tag Manager** to open the module's settings.

Setup Google Tag Manager

In order to connect your Magento 2 store to the Google Tag Manager service using our extension, it is required that you create an account on the Google Tag Manager (GTM) service. GTM service is used for data collection, and to analyze it with Enhanced Ecommerce reports, a Google Analytics account is required.

To connect your store with the GTM service, activate the Google Tag Manager extension and copy-paste GTM JavaScript snippets into the script and noscript fields.

General

Is Enabled

[store view]

GTM Regular Code

[store view]

GTM No-Script Code

Replace GTM-XXXX with your GTM account ID.

Setup Google Universal Analytics or Google Analytics 4

The extension **automatically passes all page views and e-commerce events** to Google Tag Manager and then GTM passes all events to your Google Analytics.

To achieve this, you need to add **one** Google Universal Analytics configuration tag and **one** Google Analytics 4 configuration tag to Google Tag Manager:


CURRENT WORKSPACE

Default Workspace >

 Overview

 **Tags**

 Triggers

 Variables

 Folders

 Templates

Tags

Name ↑

Google Analy

Google Analy

Attribute mapping

Specify how the GTM extension should map the product attributes.

Attribute mapping

Product Identifier

[store v

Brand

[store v

Track Variations

[store v

Custom dimensions and metadata

[store v

Option	Description
Product Identifier	Set the attribute that will be used for product tracking. Select from ID, or SKU.
Brand	Select the corresponding brand attribute or leave it empty to disable brand tracking.
Track Variants	Set Yes to activate product variants tracking.
Custom dimensions and metrics	Create these to collect and analyze the attributes from your store which are not tracked automatically by Google Analytics.
Identifier resolution	Select a parent or child product to track.

Customer mapping

Activate **Customer Mapping** option to track Group ID in your store.

Customer mapping

Track customer group
[store view]

Frontend debug panel

Google Tag Manager provides a debug panel on frontend to monitor the data collection. Activate by adding **debug=gtm** at the end of the page URL.


```
{  
  "event": "view_item",  
  "ecommerce": {  
    "items": [  
      {  
        "product_id":  
        "item_name":  
        "item_id": "38  
        "price": 65,  
        "currency": "U  
        "item_brand":  
        "item_category":  
        "item_variant":  
        "quantity": 0,  
        "SKU": 0,  
        "Price": "65.0  
        "customer_gro  
      }  
    ]  
  }  
}
```

Google Tag Manager

- | | | |
|----|----------------------|----------------------|
| #1 | Event: gtm.js | Open |
| #2 | Event: view_item | Open |
| #3 | Event: productDetail | Open |

The debug panel allows you to see every tracked action made on the page and view which data was collected.

How to upgrade extension

To upgrade the extension, follow these steps:

1. Backup your store's database and web directory.
2. Login to the SSH console of your server and navigate to the root directory of the Magento 2 store.
3. Update the extension with all dependencies:

```
composer require mirasvit/module-gtm:* --update-with-dependencies
```

Note

In some cases, the command above is not applicable, or it's not possible to update just the current module, or you need to upgrade all Mirasvit modules in a bundle. In this case, the command above will have no effect.

Run instead `composer update mirasvit/*` command. It will update all Mirasvit modules installed in your store.

4. Install the updates:

```
php -f bin/magento setup:upgrade
```

5. Clean the cache

```
php -f bin/magento cache:clean
```

6. Deploy static view files

```
rm -rf pub/static/*  
rm -rf var/view_preprocessed/*  
php -f bin/magento setup:static-content:deploy
```

Disabling the Extension

Temporarily Disable

To temporarily disable the extension please follow these steps:

1. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
2. Disable the extension:

```
php -f bin/magento module:disable Mirasvit_GoogleTagManager
```

3. Log in to the Magento backend and refresh the store cache (if enabled).

Extension Removal

To uninstall the extension, please follow these steps:

1. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
2. Disable the extension:

```
php -f bin/magento module:disable Mirasvit_GoogleTagManager
```

3. Remove the extension:

```
composer remove mirasvit/module-gtm
```

4. Log in to the Magento backend and refresh the store cache (if enabled).

1.2.18

(2022-05-26)

Fixed

- Changed base price to cart price
-

1.2.17

(2022-05-11)

Fixed

- Error "Notice: Undefined index: gtm_id"
-

1.2.16

(2022-05-09)

Improvements

- Tracking of the "add to cart" event
-

1.2.15

(2022-05-03)

Fixed

- Compatibility with Klarna Checkout
-

1.2.14

(2022-04-29)

Fixed

- CSP rules
-

1.2.13

(2022-04-25)

Fixed

- Settings scope
-

1.2.12

(2022-04-21)

Fixed

- product/variant id resolution
-

1.2.11

(2022-04-20)

Improvements

- Added customer/address attributes (from the map) to the purchase event

1.2.10

(2022-04-20)

Fixed

- Change scope for import config
-

1.2.9

(2022-03-25)

Fixed

- Checkout Behavior tracking
-

1.2.8

(2022-03-15)

Fixed

- Issue with bundle products
-

1.2.7

(2022-03-14)

Fixed

- issue with remove cart event
-

1.2.6

(2022-01-19)

Improvement

- Added Conversion and Remarketing tags to the import
-

1.2.5

(2021-12-29)

Fixed

- Settings for the Google Ads

Improvement

- Added Customer attribute to the dimensions
-

1.2.4

(2021-12-06)

Fixed

- Error "Return value of ConfigProvider::getConversionId() must be of the type string, null returned"
-

1.2.3

(2021-12-03)

Fixed

- Disable the GTM in the backend

Improvement

- Added Google Ads conversion event
-

1.2.2

(2021-11-30)

Fixed

- Event for Universal Analytics(GA3)
-

1.2.1

(2021-11-23)

Improvement

- Added setting files for GTM
-

1.2.0

(2021-11-19)

Fixed

- Removed config "Measurement IDs". Added "GTM Regular Code"
-

1.1.0

(2021-11-15)

Improve

- Removed config "GTM Regular Code". Added "Measurement IDs"

Fixed

- Error "Notice: Array to string conversion in vendor/mirasvit/module-gtm/src/GoogleTagManager/Converter/DataConverter.php on line 127"
-

1.0.2

(2021-11-09)

Improvement

- Added Facebook Pixel analytics
-

1.0.1

(2021-07-12)

Features

- Initial release