

Tag Manager Manual

?# Getting Started

Welcome to the **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

Quick Start

General Settings

Option	Description
Product Identifier	Set the attribute that will be used for product tracking. Select from ID, or SKU.
Identifier resolution (for cart, checkout and success page)	Choose the parent or child identifier
Track view catalog page event	Enables tracking of category pages

How to upgrade extension

?#Disabling the Extension

1.0.51

(2026-05-29)

Fixed

- Fix compatibility constraints between Tiktok, Facebook and TM modules

1.0.50

(2026-05-29)

Fixed

- Fix compatibility constraints between GTM and TM modules
-

1.0.49

(2026-05-26)

Features

- **Customer login and logout tracking** — `login` and `logout` events are now pushed to the data layer when customers sign in or out, allowing you to track authentication activity in GTM and GA4
- **Newsletter subscription tracking** — a `subscribe_newsletter` event fires when a customer successfully subscribes to the newsletter
- **Refund event tracking** — when a credit memo is created in the admin panel, a `refund` event is pushed to the data layer with the transaction ID, credit memo ID, currency, total amount refunded, refund type (full or partial), and a breakdown of refunded items

Fixed

- Fixed customer events (`login`, `logout`, `newsletter subscription`) firing more than once per page when the page contains multiple rendered blocks
-

1.0.48

(2026-05-22)

Improvements

- Add `google_business_vertical` to dynamic-remarketing `dataLayer` payload
-

1.0.47

(2026-05-21)

Improvements

- Optimized GTM add-to-cart tracking
-

1.0.46

(2026-05-19)

Improvements

- Localized to 15 core e-commerce locales (ar, cs, de, es, fr, it, ja, nl, pl, pt-BR, pt-PT, sv, tr, uk, zh-Hans)
-

1.0.45

(2026-02-19)

Fixed

- Fixed special price percentage calculation for bundle products — discounts now reflect the correct percentage-based special price
-

1.0.42

(2026-02-16)

Improvements

- Category page product list events (`view_item_list`) are now sent in batches of 30 products to avoid exceeding data layer size limits on large categories
-

1.0.41

(2026-02-04)

Fixed

- Fixed error when a product has no final price — now falls back to zero instead of failing
-

1.0.40

(2026-02-03)

Improvements

- Product view events are no longer tracked for known search engine bots (Google, Bing, Baidu, Yandex), reducing noise in analytics data
-

1.0.39

(2026-01-27)

Improvements

- Category page view events are no longer tracked for known search engine bots, reducing noise in analytics data

Fixed

- Fixed Facebook AddPaymentInfo event firing order to ensure server-side tracking completes before the browser pixel call
-

1.0.38

(2026-01-06)

Fixed

- Fixed undefined variable error for simple products in the `view_cart` event when multicurrency tracking is enabled
-

1.0.37

(2025-12-23)

Fixed

- Event values (cart total, checkout total, purchase total) now correctly use the store currency instead of base currency when multicurrency tracking is enabled
-

1.0.36

(2025-12-08)

Fixed

- Fixed incorrect item data structure in product view events
-

1.0.35

(2025-11-18)

Fixed

- Fixed discount calculation on the product view page — now uses regular price instead of catalog price for accurate discount amounts
 - Added `item_category_id` to tracked item data for more precise category attribution
-

1.0.34

(2025-11-11)

Features

- **Multicurrency tracking** — new admin option to track event values and item prices in the store's display currency rather than the base currency
-

1.0.33

(2025-11-07)

Fixed

- Fixed "Call to a member function getData() on int" error when adding certain product types to cart
-

1.0.32

(2025-11-06)

Fixed

- Fixed `add_to_cart` event data for all product types (simple, configurable, bundle, grouped) — items now consistently include correct attributes
-

1.0.31

(2025-11-04)

Improvements

- Improved performance on the product view page by reducing unnecessary data loading
-

1.0.30

(2025-10-29)

Fixed

- Fixed bundle product `add_to_cart` event — all selected bundle options are now included in the tracked data instead of only partial options
-

1.0.29

(2025-10-03)

Fixed

- Fixed event value calculation in cart, checkout, and purchase events — totals now correctly multiply item price by quantity
-

1.0.28

(2025-07-28)

Fixed

- Fixed purchase order tracking cleanup for Adobe Commerce B2B
-

1.0.26

(2025-07-28)

Fixed

- Fixed purchase data not being passed to the data layer on B2B purchase order success pages
-

1.0.25

(2025-07-24)

Features

- **Adobe Commerce B2B support** — purchase events are now tracked on B2B purchase order success pages
-

1.0.24

(2025-05-12)

Fixed

- Fixed "Call to a member function isObjectNew() on string" error when adding a configurable product to cart without selecting required options
-

1.0.23

(2025-04-28)

Fixed

- Fixed false `add_to_cart` event firing on the order success page
-

1.0.22

(2025-04-14)

Improvements

- Simplified product data conversion by removing unused dependencies and streamlining stock availability checks
-

1.0.21

(2025-04-14)

Improvements

- Compatibility with Amasty Ajax Cart — `add_to_cart` events now fire correctly when using the Amasty cart popup
-

1.0.20

(2025-03-19)

Fixed

- Fixed "Call to a member function `create()` on null" error in product data conversion
-

1.0.19

(2025-03-17)

Fixed

- Fixed "The stock item with the ID wasn't found" error on product view pages for products using multi-source inventory
-

1.0.18

(2025-03-07)

Features

- **In-stock status tracking** — the `view_item` event now includes an `in_stock` parameter indicating product availability
-

1.0.17

(2025-02-07)

Fixed

- Fixed compatibility error with Plumrocket AMP module when the module is not installed
 - Fixed "Argument must be of type Quote, null given" error when removing items from cart in certain edge cases
-

1.0.16

(2025-01-09)

Fixed

- Fixed `view_cart` and `begin_checkout` events reporting item price as 0 for configurable products
-

1.0.15

(2024-12-16)

Fixed

- Fixed incorrect `add_to_cart` event value calculation
 - Fixed product SKU resolution — when custom product options are configured and parent identifier is set, the correct child SKU is now used
-

1.0.14

(2024-09-24)

Improvements

- Compatibility with TikTok Pixel — checkout payment events now also fire TikTok tracking alongside Facebook and GTM
-

1.0.13

(2024-07-12)

Features

- **Search event tracking** — site search queries are now pushed to the data layer as `search` events
 - **Customer registration tracking** — new `sign_up` event fires when a customer completes registration
-

1.0.12

(2024-07-02)

Improvements

- Compatibility with Magento Content Security Policy (CSP) — inline scripts now comply with CSP requirements
 - Compatibility with Aheadworks OneStepCheckout — checkout events now fire correctly on one-step checkout pages
-

1.0.11

(2024-06-05)

Features

- **Checkout payment tracking** — `add_payment_info` events are now tracked when customers select a payment method during checkout, including support for Facebook Pixel and server-side event deduplication
-

1.0.10

(2024-05-17)

Fixed

- Fixed "customerId must be of type int, null given" error when tracking backend (admin-placed) orders
-

1.0.9

(2024-05-10)

Features

- **Catalog page tracking toggle** — new admin option to enable or disable `view_item_list` event tracking on category pages
-

1.0.8

(2024-04-26)

Fixed

- Fixed product custom option prices not being included in item prices for cart and checkout events
-

1.0.7

(2024-04-05)

Fixed

- Fixed item brand, name, and variant being incorrectly taken from the parent product instead of the selected child variant
 - Fixed product prices in cart and checkout events not including selected option prices
-

1.0.6

(2024-03-28)

Features

- **Enhanced conversions** — purchase events now include `enhanced_conversion_data` (customer email, phone, address) for Google Ads enhanced conversions

Fixed

- Fixed product attributes not loading on category pages, causing missing data in `view_item_list` events
-

1.0.5

(2024-02-14)

Improvements

- Compatibility with CartQuickPro — `add_to_cart` events now fire correctly when using the CartQuickPro popup
-

1.0.4

(2023-12-11)

Fixed

- Fixed swatch selection on configurable products not updating the `view_item` event with the selected variant's data
-

1.0.3

(2023-11-28)

Fixed

- Fixed coupon name not being tracked in the `view_cart` event
-

1.0.2

(2023-11-22)

Fixed

- Fixed duplicate `add_to_cart` event firing when adding products to cart
-

1.0.1

(2023-10-25)

Fixed

- Fixed configurable product identifier resolution to preserve the previously selected product identifier when available
-

1.0.0

(2023-10-12)

Features

- Initial release — GA4-compatible data layer events for Google Tag Manager: `view_item`, `view_item_list`, `add_to_cart`, `remove_from_cart`, `add_to_wishlist`, `view_cart`, `begin_checkout`, `add_payment_info`, `purchase`, and `refund`