

The W3C Digital Data Layer extension is the easiest way to integrate your Magento eCommerce system with Fresh Relevance. Once installed and setup, the Digital Data Layer (DDL) will expose product details in a standardized JavaScript object, which will allow Fresh Relevance (or another marketing / analytic provider) to capture them easily.

Setting up your Digital Data Layer

Once the extension is installed follow these steps to setup your Digital Data Layer:

- 1. In the Magento Admin, navigate to Stores > Configuration**

- 2. Underneath Digital Data Layer, click Digital Data Layer Settings**

- 3. Set the Enable Digital Data Layer setting to Yes**

- 4. You can then customize the Digital Data Layer to your requirements with these settings:**

- **Expose Product Data On All Pages/Expose Product Data On These Pages**

You can either select Expose Product Data On All Pages to allow the Digital Data Layer to expose any products loaded on the page; or a current cart the user may have on ALL pages. However, as this can increase page load time unnecessarily on some pages, you can also use Expose Product Data On These Pages which will let you select which pages to expose Product Details on. We recommend: Product Page, Basket Page, Checkout Page and Checkout Success Page.

- **Custom Purchase Complete Handling**

You can expose the customer's current transaction data on a page with custom layout handles. Simply input the layout handles in a CSV format, and it will expose the transaction data where those handles are present.

- **Enable User Group Exposure**

The Enable User Group Exposure setting allows you to expose the group a user is part of; which may be useful if you have multiple groups that you display different content to.

- **Enable Product Attributes**

To choose which Product Attributes will be shown by the Digital Data Layer, you can use the Multi-Select box Enable Product Attributes, if you require any custom attributes to be displayed/hidden when a product is shown in the Digital Data Layer.

- **Enable Stock Exposure**

Using the Enable Stock Exposure setting you can either Don't Expose Stock, as this may not be something you wish to have in your HTML; Only Expose In or Out of stock which will indicate whether it is in or out of stock; or Expose Actual Stock Level to expose the number remaining in stock.

- **Product List Exposure Type**

As Product Lists can significantly increase load time, due to the large amount of Products, you can set the Product List Exposure Type which, when set to Simple will only use Product Information already loaded; and when set to Full, will fetch the Products from the database again to ensure we get all Product Data.