

Google Analytics 4 for Magento 2

User Guide

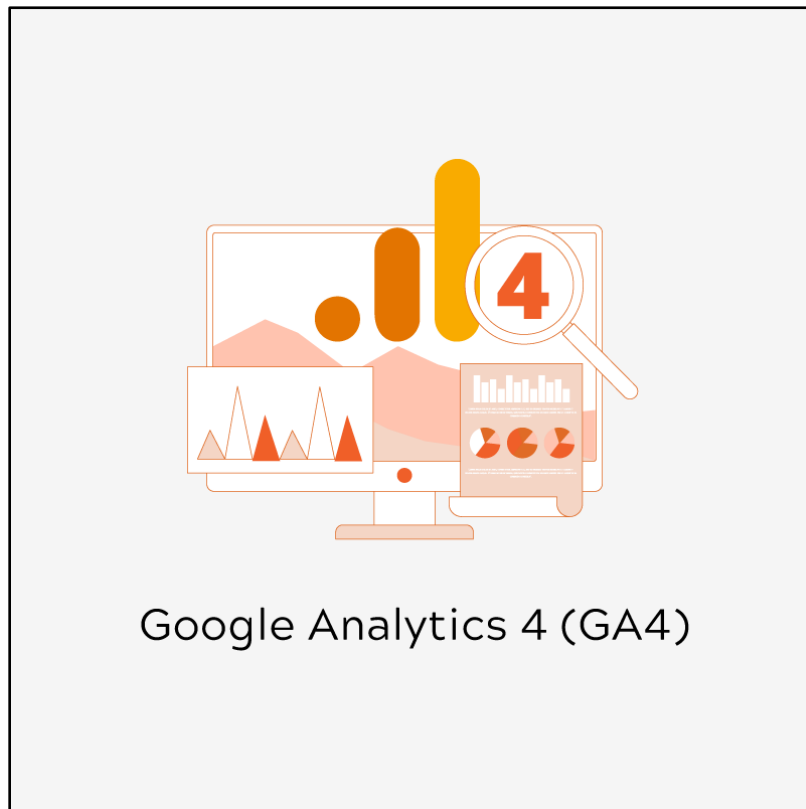


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1. Extension Installation

- Find the Composer name and version of the extension in the extension's composer.json file.
- Login to your SSH and run:
 - `composer require meetanshi/magento-2-google-analytics-4 --ignore-platform-reqs`
- Enter your [authentication keys](#). Your public key is your username; your private key is your password.
- Wait for Composer to finish updating your project dependencies and make sure there aren't any errors.
- To verify that the extension installed properly, run the command:
 - `php bin/magento module:status Meetanshi_GA4 --ignore-platform-reqs`
- By default, the extension is probably disabled.
- Enable the extension and clear static view files:
 - `php bin/magento module:enable Meetanshi_GA4 --clear-static-content`
 - `php bin/magento setup:upgrade`
 - For Magento version 2.0.x to 2.1.x - `php bin/magento setup:static-content:deploy`
 - For Magento version 2.2.x & above - `php bin/magento setup:static-content:deploy -f`
 - `php bin/magento cache:flush`



2. Integrating Google Tag Manager with Website

To connect Google Tag Manager with the website, login to your “[Google Tag Manager Account](#)”. Move to **Account** → **Container** (Make sure to select respective container). Now, move to **Admin** → **Install Google Tag Manager** where you can find the Js and non-Js codes respectively. Paste them in the respective fields in Google Analytics 4 extension configuration.

The screenshot shows the Google Tag Manager interface. At the top, there's a navigation bar with 'Workspace', 'Versions', and 'Admin'. A red box highlights the top right area with the text: 'login to your Google Tag Manager account, select the container and under the admin tab, select "Install Google Tag Manager" and here you can find the js and non js codes'. Below this, the main content area is titled 'Install Google Tag Manager' and contains the following text: '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:'. This is followed by a code block for JavaScript. A red arrow points from this code block to a red box containing the text: 'Copy Js code and paste it in the relevant field in Magento 2 extension configuration'. Below the JavaScript code, it says 'Additionally, paste this code immediately after the opening <body> tag:'. This is followed by a code block for non-JavaScript code. A red arrow points from this code block to a red box containing the text: 'Copy Non-Js code and paste it in the relevant field in Magento 2 extension configuration'. At the bottom, there is a link to a 'Quick Start Guide'.

```
<!-- 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 f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl='dataLayer'?s1='+l+':j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','00000000000000000000000000000000');
<!-- End Google Tag Manager -->
```

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=00000000000000000000000000000000"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

3. Configuration

Login to Magento 2, move to **Stores → Configuration → Meetanshi → GA4** where you can find various settings to configure the extension.

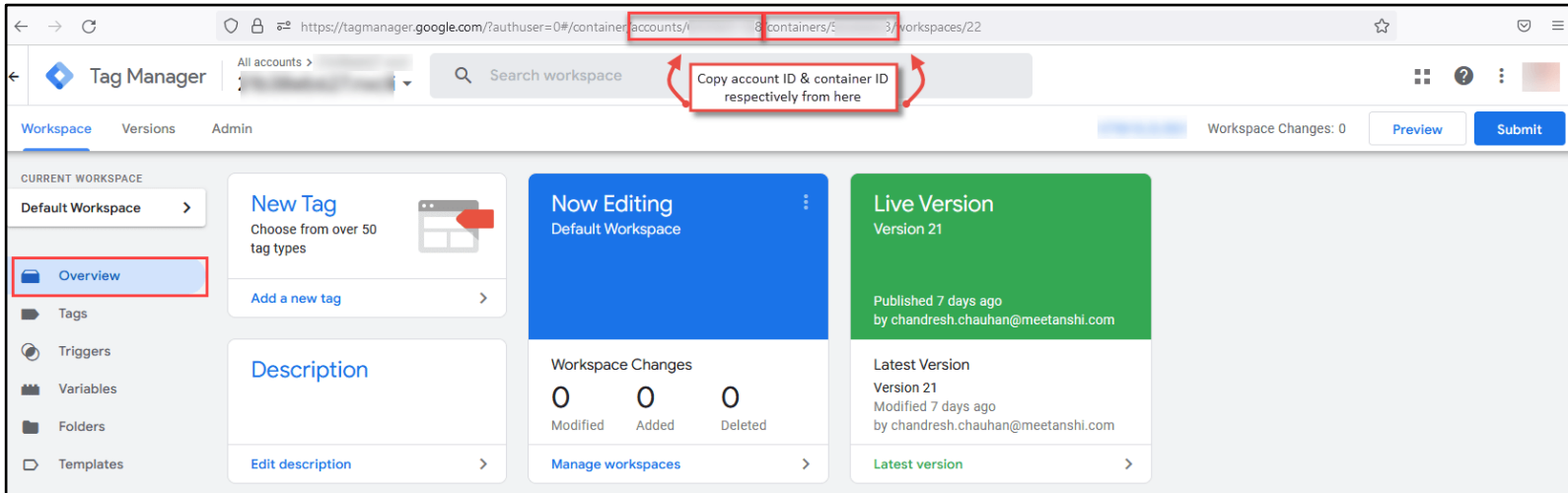
- **GA4:** Enable GA4 extension from here.
- **Google Tag Manager JS Code:** Enter the [JS](#) code you have copied from Google Tag Manager.
- **Google Tag Manager Non-JS Code:** Enter the [Non-JS](#) code you have copied from Google Tag Manager.
- **Product Identifier:** Select product identifier for tracking.
- **Enable Product Brand:** Select “YES” to enable product brand in tracking.
- **Enable Variant:** Select “YES” to enable product variants in tracking.
- **Order Success Page Total Calculation:** Select how you want to track the order total calculation for transactions.
- **Exclude Tax From Transaction:** Select “YES” to exclude tax from transactions tracking.
- **Exclude Shipping From Transaction:** Select “YES” to exclude shipping from transactions.
- **Exclude Shipping Including Tax:** Select “YES” to exclude shipping including tax from transactions.
- **Success Page Paths:** In case of custom checkout pages, i.e., if you are not using default Magento 2 success path, add custom URL here.
- **Exclude Orders with 0 value:** Select “YES” to exclude tracking of orders with 0 value. i.e., Free products.
- **Measure Product Clicks:** Select “YES” to track product clicks from category, search result page and other related cross sell and upsell grids.
- **Child vs Parent:** Select how to track transaction, i.e., child product or parent product.

The screenshot shows the configuration page for the Meetanshi GA4 extension. The left sidebar contains a navigation menu with categories like GENERAL, CATALOG, SECURITY, CUSTOMERS, SALES, MAGEWORX, SERVICES, and ADVANCED. The 'GA4' option is selected and highlighted with a red box. The main content area displays various settings with dropdown menus and checkboxes. Red boxes and arrows highlight specific settings with instructions:

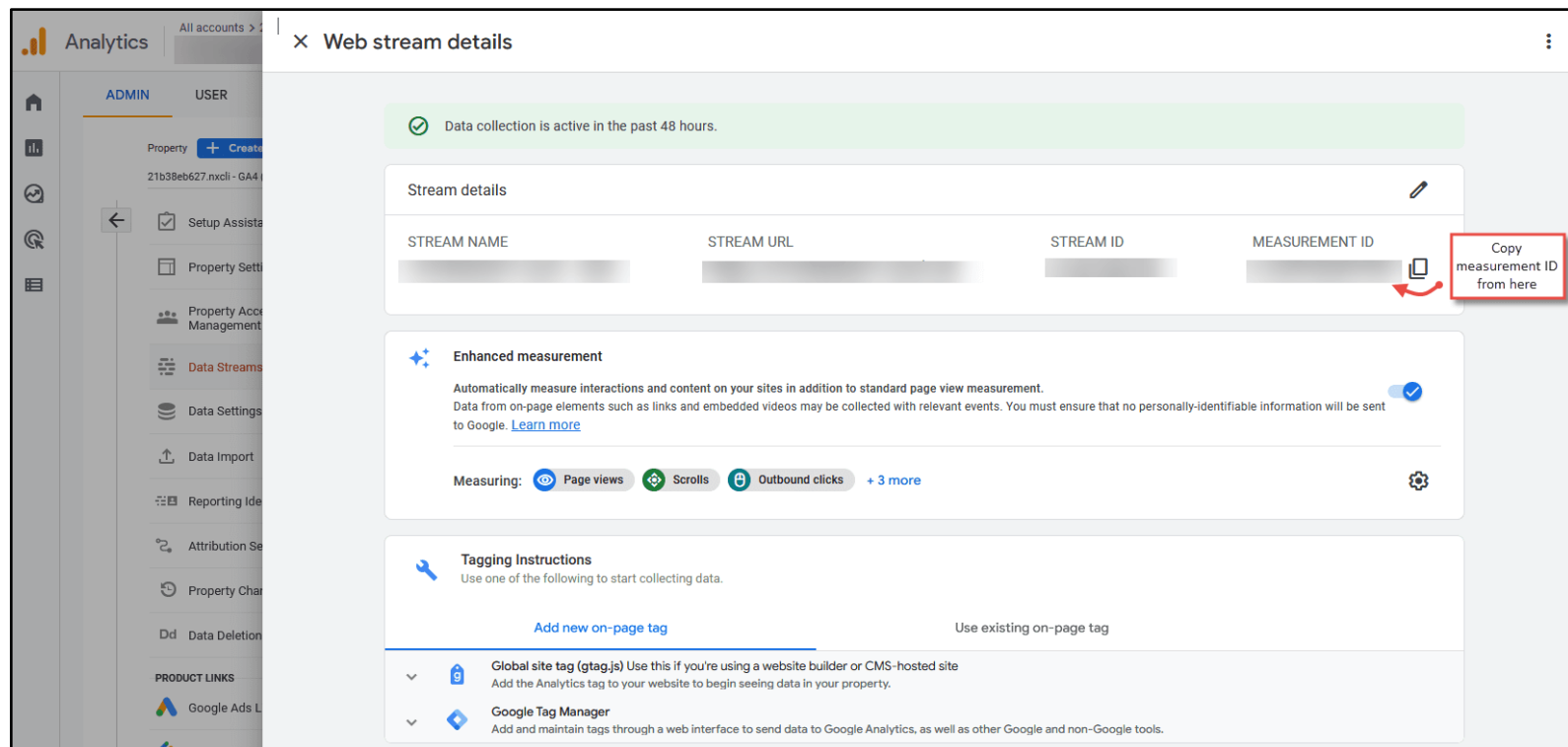
- GA4:** Set to 'Enable'. Instruction: 'Enable Google Analytics 4 extension from here'.
- Google Tag Manager JS Code:** A text area containing JavaScript code. Instruction: 'Paste Google Tag Manager JS code'.
- Google Tag Manager Non-JS Code:** A text area containing non-JS code. Instruction: 'Paste Google Tag Manager Non-JS code'.
- Product Identifier:** Set to 'ID'. Instruction: 'Set product identifier for transaction tracking'.
- Enable Product Brand:** Set to 'No'. Instruction: 'Select "YES" to enable product brand in tracking'.
- Enable Variant:** Set to 'No'. Instruction: 'Select "YES" to enable product variants in tracking'.
- Order Success Page Total Calculation:** Set to 'GrandTotal'. Instruction: 'Select how you want to track the order total calculation for transactions'.
- Exclude Tax From Transaction:** Set to 'No'. Instruction: 'Select "YES" to exclude tax from transaction'.
- Exclude Shipping From Transaction:** Set to 'No'. Instruction: 'Select "YES" to exclude shipping from transaction tracking'.
- Exclude Shipping Including Tax:** Set to 'No'. Instruction: 'Select "YES" to exclude shipping including tax from transaction'.
- Success Page Paths:** A text area. Instruction: 'In case of custom checkout pages i.e. not using default Magento 2 path, add custom URL here'.
- Exclude Orders with 0 value:** Set to 'No'. Instruction: 'Select "YES" to exclude tracking of orders with 0 value'.
- Measure Product Clicks:** Set to 'Yes'. Instruction: 'Select "YES" to track product clicks from category, search result page and related/cross-sell/upsell grids'.
- Child vs Parent:** Set to 'Child'. Instruction: 'Select child or parent product to be tracked in GA4'.

4. GTM API Configuration

For Google Tag Manager API configuration, you will need account ID and container ID from your Google Tag Manager account. To get the same, login to your **Google Tag Manager Account** and move to **Account ID → Container ID → Workspace**. Now, check the URL and copy both the account ID and container ID.




- You will also need measurement ID from Google Analytics 4. To get the same, login to your [Google Analytics 4](#) account and select the respective **Property → View**. Now, click **Admin**, and under the column of your property, select the **Data Streams**. Then select your data stream and copy the measurement ID.




- Once you have your [account ID](#), [container ID](#) and [measurement ID](#), configure your GTM API under the Magento 2 extension configuration.
 - **Account ID:** Paste account ID that you copied from your Google Tag Manager.
 - **Container ID:** Paste container ID that you copied from your Google Tag Manager.
 - **Measurement ID:** Paste measurement ID that you copied from your Google Analytics 4.


GTM API Configuration

Account ID [store view]  Paste account ID from Google Tag Manager

For Example: 700374935. Check usage [here](#)

Container ID [store view]  Paste container ID from Google Tag Manager

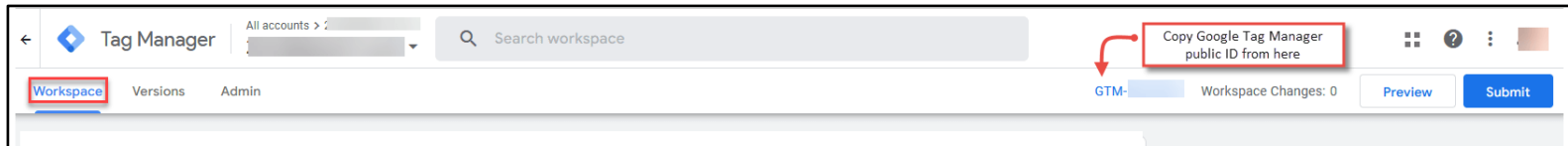
For Example: 2293555. Check usage [here](#)

Measurement ID [store view]  Paste measurement ID from Google Analytics 4

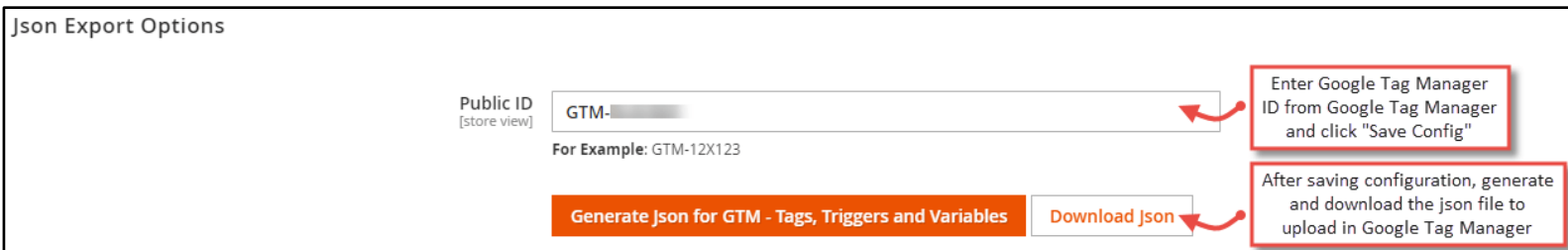
For Example: G-123456789

5. Exporting Json File

You will need your Google Tag Manager (GTM) ID as your public ID which you can get from your Google Tag Manager account. To get the same, login to your **Google Tag Manager** account and select the respective **Account** → **Container**. Copy your GTM public ID as shown in the below image.

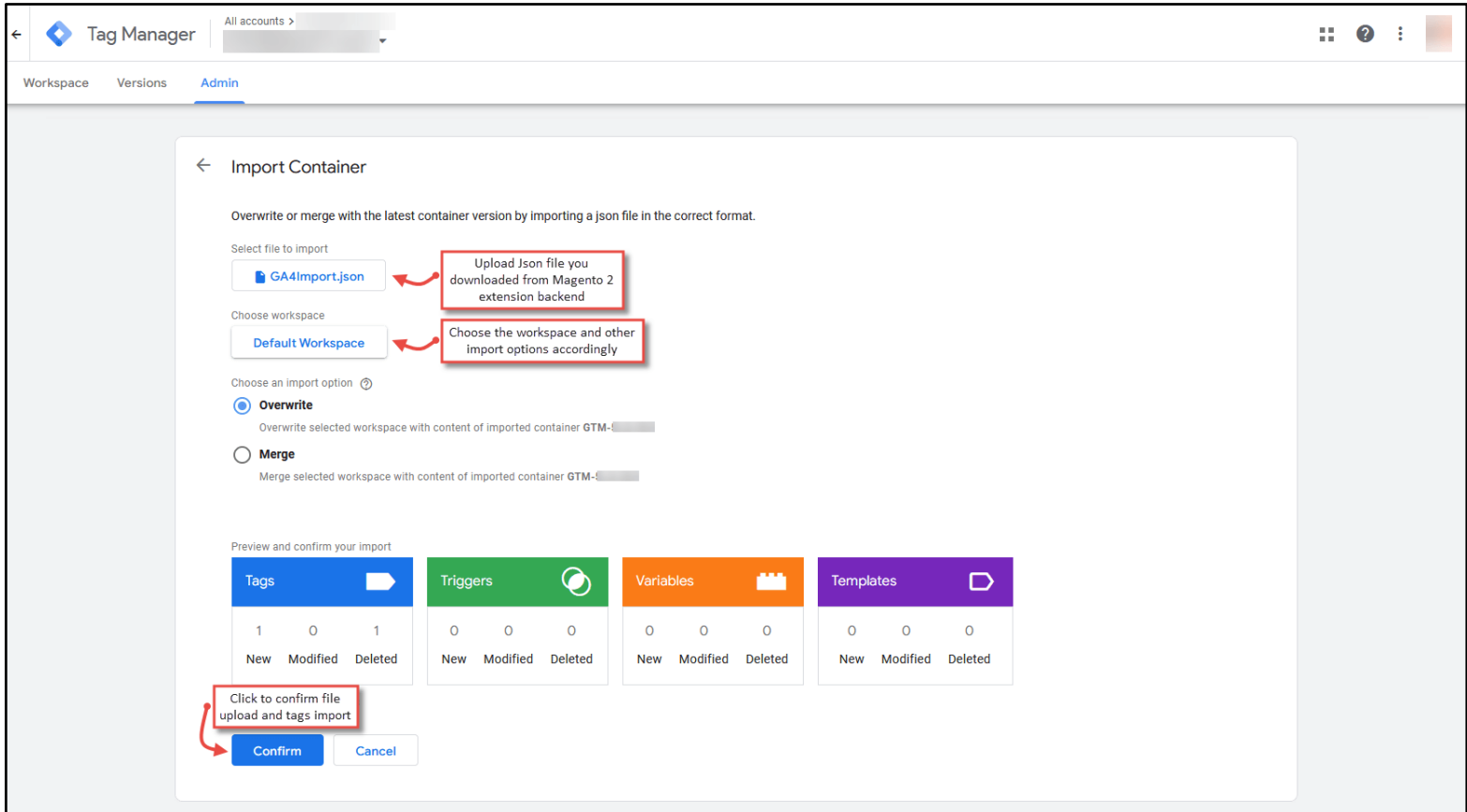


Now from the extension configuration, under the **Json Export Options** section, paste the [public ID](#) copied from Google Tag Manager. After that Click on “Save Config”, to save all the settings. Now, click on “**Generate Json for GTM - Tags, Triggers and Variables**” and then click “**Download Json**”.



6. Uploading Json File in Google Tag Manager

Once the extension is configured successfully, you require to import all the tags, triggers and variables for the extension to work. Move to **Account** → **Container**. Click on the **Admin** → **Import Container**, browse the downloaded Json file, select the workspace, choose one of the import options, click **“Confirm”**.



- You can preview your tags from **Workspace** → **Tags**. Click “Preview and perform all the actions on the website to verify the tags.

The screenshot shows the Google Tag Manager interface. At the top, there's a search bar and a 'Preview' button. Below that, the 'Tags' section is active, displaying a list of tags. A red box highlights the 'Preview' button, with an arrow pointing to a callout box that says "Click to preview tags for the proper working of the extension". Another red box highlights the list of tags, with an arrow pointing to a callout box that says "Once the json file is uploaded, you can see the tags imported".

Name	Type	Firing Triggers	Last Edited
ME - GA4	Google Analytics: GA4 Configuration	All Pages	13 days ago
ME - GA4 - add to cart	Google Analytics: GA4 Event	ME - GA4 - add_to_cart	13 days ago
ME - GA4 - Begin Checkout	Google Analytics: GA4 Event	ME - GA4 - begin_checkout	13 days ago
ME - GA4 - Click Promotion	Google Analytics: GA4 Event	ME - GA4 - select_promotion	13 days ago
ME - GA4 - item list views/impressions	Google Analytics: GA4 Event	ME - GA4 - view_item_list	13 days ago
ME - GA4 - item views/impressions	Google Analytics: GA4 Event	ME - GA4 - view_item	13 days ago
ME - GA4 - Payment Info	Google Analytics: GA4 Event	ME - GA4 - add_payment_info info	13 days ago
ME - GA4 - product/item list clicks	Google Analytics: GA4 Event	ME - GA4 - select_item	13 days ago
ME - GA4 - Purchase	Google Analytics: GA4 Event	ME - GA4 - purchase	7 days ago
ME - GA4 - remove from cart	Google Analytics: GA4 Event	ME - GA4 - remove_from_cart	13 days ago
ME - GA4 - Shipping Info	Google Analytics: GA4 Event	ME - GA4 - shipping info	13 days ago
ME - GA4 - View Cart	Google Analytics: GA4 Event	ME - GA4 - view_cart	13 days ago
ME - GA4 - View Promotion	Google Analytics: GA4 Event	ME - GA4 - view_promotion	13 days ago
ME - GA4 Debug	Google Analytics: GA4 Configuration	All Pages	13 days ago

- On performing various activities on the website, you can see the respective tags fired.

Connected

2 Google containers found

You can preview functioning of all the tags here by performing all the actions in website

Summary

Output of GTM-5L2L563

Previewing: env-7

Tags	Variables	Data Layer	Consent	Errors	
Tags Fired					
ME - GA4 Google Analytics: GA4 Configuration - Fired 1 time(s)	ME - GA4 Debug Google Analytics: GA4 Configuration - Fired 1 time(s)				
Tags Not Fired					
ME - GA4 - View Cart Google Analytics: GA4 Event	ME - GA4 - Click Promotion Google Analytics: GA4 Event	ME - GA4 - product/Item list clicks Google Analytics: GA4 Event	ME - GA4 - add to cart Google Analytics: GA4 Event	ME - GA4 - Payment Info Google Analytics: GA4 Event	ME - GA4 - Shipping Info Google Analytics: GA4 Event
ME - GA4 - remove from cart Google Analytics: GA4 Event	ME - GA4 - item views/impressions Google Analytics: GA4 Event	ME - GA4 - Purchase Google Analytics: GA4 Event	ME - GA4 - Begin Checkout Google Analytics: GA4 Event	ME - GA4 - item list views/impressions Google Analytics: GA4 Event	
ME - GA4 - View Promotion Google Analytics: GA4 Event					

7. Data Tracking in Google Analytics

To check whether your data has been tracked from your website, login to your respective Google Analytics 4 account, move to **Account** → **Property**. From the left sidebar, move to **Reports** → **Engagement** → **Events**. You can view all your events tracked.

Note: Google Analytics 4 starts collecting data after the setup is complete, and the data will not be updated immediately. It is conservatively estimated that it takes approximately 24-48 hours for the data to be fully displayed in Google Analytics.

Data tracking in respective Google Analytics 4 account

Events: Event name

Event count by Event name over time

Event count and Total revenue by Event name

Event name	Event count	Total users	Event count per user	Total revenue
	1,968 100% of total	15 100% of total	131.20 Avg 0%	\$1,915.38 100% of total
1 page_view	1,047	14	74.79	\$0.00
2 user_engagement	428	13	32.92	\$0.00
3 scroll	99	9	11.00	\$0.00
4 add_payment_info	68	5	13.60	\$0.00
5 session_start	64	15	4.27	\$0.00
6 view_cart	51	6	8.50	\$0.00
7 begin_checkout	37	6	6.17	\$0.00
8 purchase	35	6	5.83	\$1,915.38
9 add_to_cart	33	5	6.60	\$0.00
10 view_item_list	26	6	4.33	\$0.00
11 select_item	23	3	7.67	\$0.00
12 view_item	23	3	7.67	\$0.00
13 first_visit	13	13	1.00	\$0.00
14 remove_from_cart	11	4	2.75	\$0.00
15 view_search_results	6	1	6.00	\$0.00
16 select_promotion	4	1	4.00	\$0.00