



Google Dynamic Remarketing Tag for Magento 2 Installation / Set-up Guide

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1. Installation

- **Upload Package:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added.
- **Install Extension:** After the successful upload of the package, run below commands on Magento 2 root directory.

```
composer require scommerce/core
php bin/magento setup:upgrade
php bin/magento setup:di:compile
php bin/magento setup:static-content:deploy
```

2. Configuration Settings for Google Remarketing

Go to **Admin > Stores > Configuration > Scommerce Configuration > Google Remarketing Tag**

- **General Settings**
 - **Enabled** – Select “Yes” or “No” to enable or disable the module.
 - **License Key** – Please add the license for the extension which is provided in the order confirmation email. Please note license keys are site URL specific. If you require license keys for dev/staging sites then please email us at core@scommerce-mage.com
 - **Google Conversion Id** – Enter your Google Adwords Account Id.
 - **Enable Tracking for other sites** – This will enable other sites variables_ <https://developers.google.com/adwords-remarketing-tag/parameters#other> instead of retail site variables.
 - **Enable dynamic remarketing tag** – Set “Yes” to enable dynamic remarketing tag.
 - **Product Id attribute** – Use the same id you have submitted in your Google base feed.

General

| | | |
|--|--|---|
| Enabled <small>[store view]</small> | Yes | Select "Yes" to enable the module |
| License Key <small>[store view]</small> | gosVPbnGKjRs | Enter the License Key for the module |
| Google Conversion ID <small>[store view]</small> | 1234567890 <small>This will be used for checkout conversion pixel tracking</small> | Please add the Google Conversion ID |
| Enable tracking for other sites <small>[store view]</small> | No <small>This will enable other site variables (https://developers.google.com/adwords-remarketing-tag/parameters#other) instead of retail site variables</small> | Select "Yes" to enable the tracking for other sites |
| Enable dynamic remarketing tags <small>[store view]</small> | Yes <small>This will enable and install remarketing tag to different pages</small> | Select "Yes" to enable the dynamic remarketing tags |
| Product ID Attribute <small>[store view]</small> | Please select <small>This attribute should match with the id provided in Google Merchant Center feed</small> | Please select the Product ID Attribute |

- **Dynamic Remarketing Tag, Code Snippets on the Homepage** - To view remarketing tag and code snippets go to Homepage > View Source . In the below image you can see the conversion ID and Custom variable. You can add conversion Id from **Admin > Stores > Configuration > Scommerce Configuration > Google Remarketing Tag > Google Conversion Id.**

```
</noscript> <script type="text/javascript">
    var google_tag_params = {ecomm_pagetype: "product",ecomm_prodid: "MJ01",ecomm_totalvalue:
42,ecomm_pvalue: 42};
</script>
<script type="text/javascript">
/*  */
var google_conversion_id = 123456789;
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;
/* ]]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt;&lt;/script&gt;

&lt;noscript&gt;
&lt;div style="display:inline;"&gt;
&lt;img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/123456789/?
value=0&amp;amp;guid=0N&amp;amp;script=0"/&gt;</pre></div><div data-bbox="867 921 889 939" data-label="Page-Footer"><p>4</p></div>
```

- **Dynamic Remarketing Tag/Code Snippets with Product Details-** In the code snippet you can see the product details with Product ID and Google conversion id. You can select Product Id attribute from **Admin > Stores > Configuration > Scommerce Configuration > Google Remarketing Tag > Product Id attribute - Select "SKU"**.

```
<script type="text/javascript">
var google_tag_params = {
  ecomm_pagetype: "purchase",
  ecomm_prodid: ["WSH01-28-Green"],
  ecomm_totalvalue: 87,
  ecomm_quantity: ["3"],
  ecomm_pvalue: ["29.00"],
  hasaccount: "Y"
};
</script>
<script type="text/javascript">
  /*  */
  var google_conversion_id = 123456789;
  var google_custom_params = window.google_tag_params;
  var google_remarketing_only = true;
  /* ]]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt;&lt;/script&gt;
&lt;img height="1" width="1" border="0" alt=""</pre>
</div>
<div data-bbox="158 514 437 532" data-label="List-Group">
<ul>
<li>• <b>Dynamic Remarketing Ad</b></li>
</ul>
</div>
<div data-bbox="106 575 925 769" data-label="Image">
<img alt="Screenshot of a Google search result for 'canonical extension magento 2'. The search bar shows the query and the Google logo. Below the search bar are navigation options like 'All', 'Videos', 'News', 'Images', 'Shopping', 'More', 'Settings', and 'Tools'. The search results show 'About 86,500 results (0.50 seconds)'. A highlighted search result is an advertisement for 'Magento 2 SEO Canonical Meta | Unique URLs for all pages' from 'www.scommerce-mage.com/seo/canonical-url'. The ad text includes: 'Enables you to have unique URLs for your product, category and CMS pages. Allow search engines to index your preferred page links which gives your SEO boost. 10000+ Happy Customers. 80% positive reviews. Types: Easy Installation, Open Source, 100% Satisfaction. Contact Us · Magento 2 Extensions'."/>
</div>
<div data-bbox="201 823 791 842" data-label="Text">
<p>Please contact <a href="mailto:core@scommerce-mage.com">core@scommerce-mage.com</a> for any queries.</p>
</div>
<div data-bbox="867 922 889 939" data-label="Page-Footer">
<p>5</p>
</div>
```