

Installation Guide for Google Analytics Enhanced Ecommerce by Tatvic for Magento



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Introduction

Google Analytics Enhanced Ecommerce by Tatvic is a Free Magento Extension which allows you to use the newly launched feature of Universal Analytics – [Enhanced Ecommerce](#).

You can track the user behavior across your Ecommerce store starting from product views to thank you page. Enhanced Ecommerce supports only [Universal Analytics](#).

Below are the listed features of the extension:

Features

- Quick & Easy installation from the Magento interface.
- Supports five Enhanced Ecommerce Reports:
 - Product Performance Report
 - Sales Performance Report
 - Shopping Behaviour Report
 - Checkout Behaviour Report
- Supports Guest checkout functionality.
- Captures Product Impressions events on the load of the category page and Add-to-Cart events when add-to-cart button is clicked.
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Below is the quick Installation Guide to configure our extension from your Google Analytics account, as well as Magento Admin Panel:

Configure the extension in your Admin Panel

- Log-in to your Magento store's Admin Panel.
- Install the Extension via Extension Key, that you've received from the Magento Connect.
- After unpackaging the Extension via key, kindly re-login to your Magento Admin Panel.
- Browse to your Settings/ System Configuration Page to configure the extension. You can reach there by browsing through:
Magneto Admin Panel -> System -> Configuration.

- Under the Configuration section, click on **Google Analytics Enhanced Ecommerce Extension** to configure the same.

Kindly find below more information of the extension settings under different sections:

Understanding the Settings Options

1. General Section:

- Activate Extension:** Activate/Deactivate the extension from this option. Select "Yes" to activate it.

- b. **GA Account ID:** Enter your Google Analytics ID here. Your Google Analytics ID Code should look like “UA-XXXXXXXX-X”. Check out [how to find your Google Analytics ID](#).
- c. **Email:** Add your email address so that you can receive the enhancement updates for our Extension.

2. Configuration Section:

The screenshot displays the Magento configuration interface. On the left, a sidebar menu shows the 'Configuration' section expanded, with 'Google Analytics Enhanced Ecommerce' highlighted in a red box. A red arrow points from this box to the main configuration area. The main area is titled 'General Configuration' and contains the following settings:

Field Name	Value	Scope
Checkout URL	/checkout/onepage <small>Enter Your Checkout URL, Example - /checkout/onepage</small>	[STORE VIEW]
Checkout Success Page URL	/checkout/onepage/success <small>Enter Your Checkout Success Page URL, Example - /checkout/onepage/success</small>	[STORE VIEW]
Home Page Category ID	4 <small>Enter the category ID of the products that you want to showcase on the home page. You can find the category Id from Catalog > managed products section.</small>	[STORE VIEW]
Brand Code (Optional)	Tatvic <small>Provide the brand code to see the product brand name</small>	[STORE VIEW]

- a. **Checkout URL:** Enter your store’s Checkout Page URL here. It should look like [/checkout/onepage](#).
- b. **Checkout Success Page URL:** Enter your store’s Thank you Page/Checkout Success page URL here. It should look like [/checkout/onepage/success](#).
- c. **Homepage Category ID:** Enter the category ID of the products that you want to or that you’re showcasing on the home page. You can find the category Id from **Catalog -> Manage Categories** and selecting the required category.
- d. **Brand Code:** Enter the brand code to see the product brand name in your GA reports.

3. Advance Section:

The screenshot displays the configuration interface for the Google Analytics Enhanced Ecommerce extension. On the left, a sidebar menu lists various configuration categories, with 'Google Analytics Enhanced Ecommerce' selected and highlighted in red. The main content area is titled 'Google Analytics Enhanced Ecommerce' and features a 'Save Config' button in the top right corner. Below the title, there are tabs for 'General', 'Configuration', and 'Advance Feature', with 'Advance Feature' currently active. The 'Advance Feature' section contains two settings, both set to 'Yes':

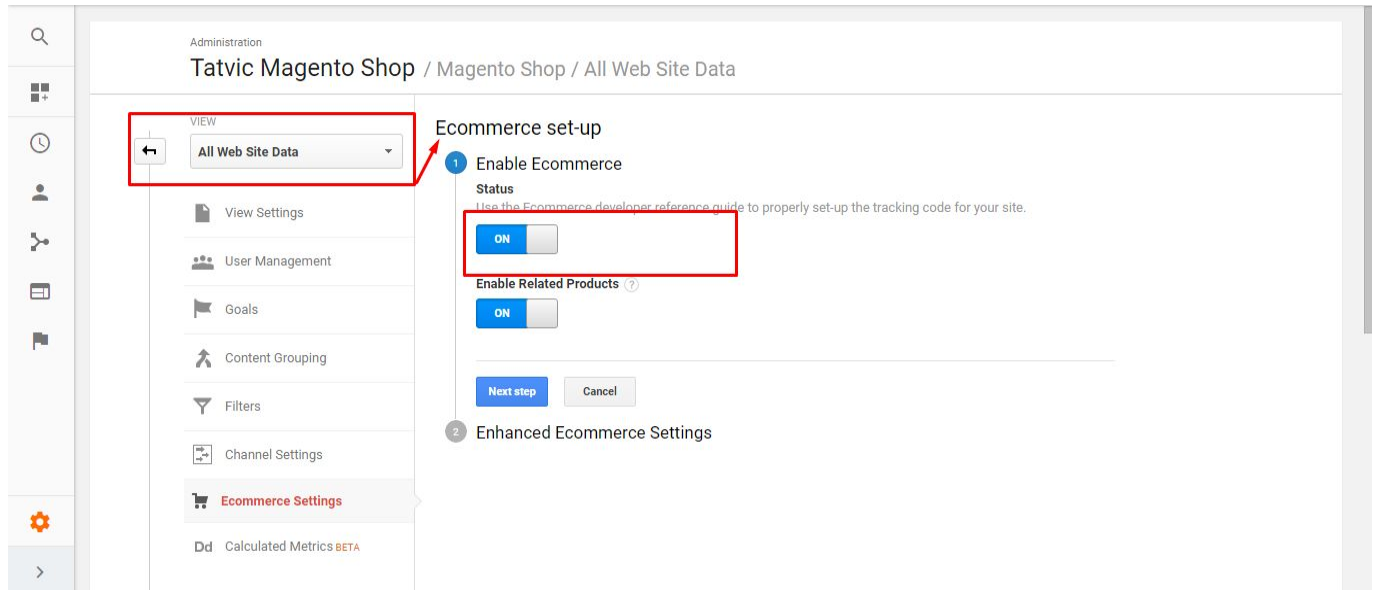
- IP Anonymization (Optional)**: Set to 'Yes'. Description: Use this feature to anonymize (or stop collecting) the I.P Address of your users in Google Analytics. Be in legal compliance by using I.P Anonymization which is important for EU countries. Read our [privacy policy](#).
- Enable Google Analytics Opt Out(Optional)**: Set to 'Yes'. Description: Use this feature to provide website visitors the ability to prevent their data from being used by Google Analytics As per the GDPR compliance. Read our [privacy policy](#).

- a. **IP Anonymization:** Use this feature to anonymize (or stop collecting) the I.P Address of your users in Google Analytics. Be in legal compliance by using I.P Anonymization which is important for EU countries
- b. **Enable User Opt Out:** Use this feature to provide website visitors the ability to prevent their data from being used by Google Analytics As per the GDPR compliance.

Once you set all the information in our Extension's Settings, click on **“Save Config”** to save the Changes.

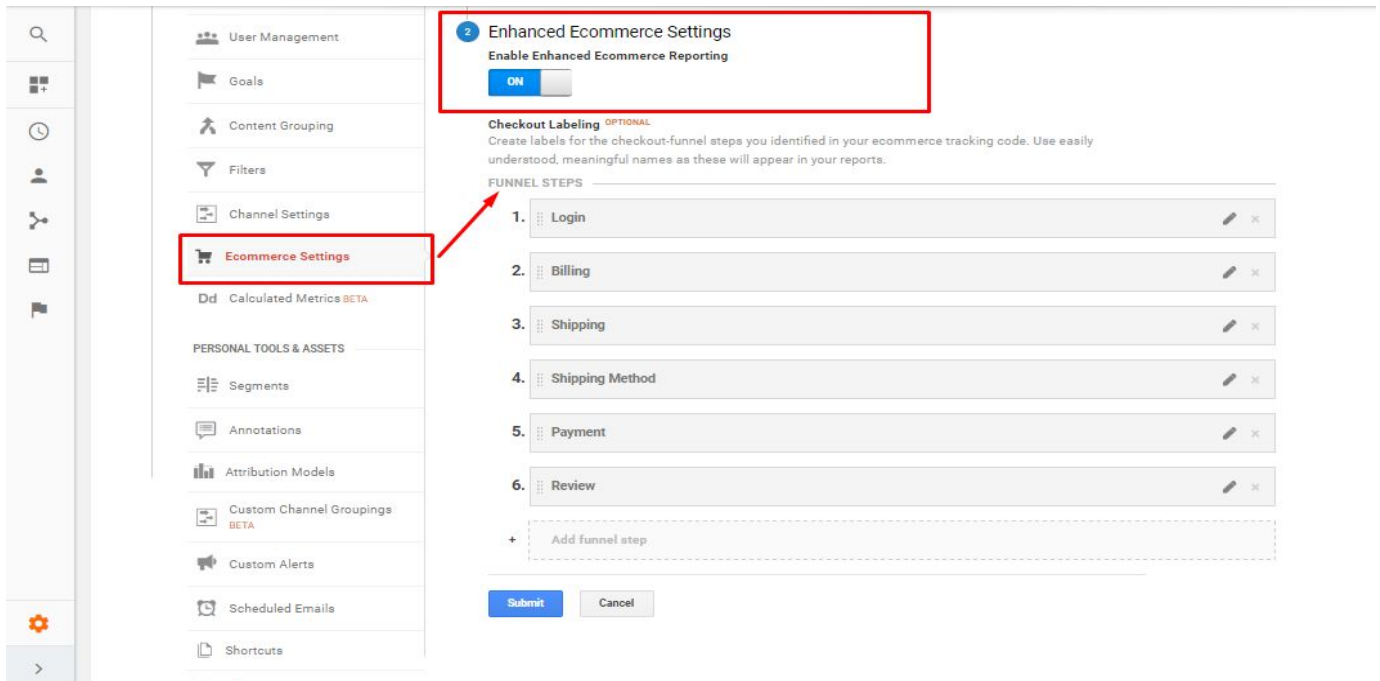
Configuration in the Google Analytics

- In your Analytics Account, browse to :
Your Store's Account -> Selected View -> Ecommerce Settings.



- Under the **Ecommerce Settings**, turn the Status as “On” for Ecommerce as well as for Enhanced Ecommerce Settings.

- Under the **Enhanced Ecommerce Settings**,



label the Checkout Funnel steps under the Checkout Labelling as below:

- Step 1: Login
- Step 2: Billing
- Step 3: Shipping
- Step 4: Shipping Method
- Step 5: Payment
- Step 6: Review

Once you complete configuring the above steps, you're ready to receive the data sent via our Extension from our store.

Points to Ponder

- Currently supports Magento standard checkout steps only. If you have single page checkout you shall not see all the data in the Checkout Behaviour Report.
- Adds GTM Code on your ecommerce store to enable quick & easy customized implementation on your store (if any).
- Doesn't support the following features out of the box:
 - Product types other than Simple Product
 - Category Filters
 - Auto Product Loading Using AJAX
 - Can't use your GTM with our extension (this feature is available with the [Premium Version](#) of our extension)
 - OneStep Checkout Page (We are providing customization support for this in the [Premium Version](#) of our Extension)

In case of any issues or queries regarding the installation or analytics data, kindly get in touch with us at raghu@tatvic.com