

# Actionable Google Analytics Extension for Magento 2



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# Introduction

Nowadays, [Google Analytics](#) is trending amongst the analytics tools available to analyse website traffic used by the store owners. It is offered by Google. Google Analytics is available in Freemium as well as Premium services that track and report website traffic.

[Google Analytics](#) is a FREE of charge service offered by Google, that help merchants and store owners gather valuable customer data and take data driven decisions. You need to create a separate Google Analytics account [here](#) and link the account with your Magento 2 store using the current extension.

[Universal Analytics](#) is the upgraded version of Google Analytics. As compared to Google Analytics, it comes up with more features and better insights. It offers a set of features that change the way data is collected and organized in your Analytics account, so you can get a better understanding of how users interact with your online content. More features offered include more flexible tracking code, insights from any digital device, more accessible configuration options, Enhanced Ecommerce implementation.

Universal Analytics offers a unique feature - [Enhanced Ecommerce](#), which enables you to analyze your users' shopping and purchasing behavior - starting from product views to thank you page, allowing you to generate great business insights to grow your online store, the success of your internal and external marketing efforts, and the economic performance of your products.

## How our extension will help you?

**"Actionable Google Analytics"** is an Advance extension built for Magento 2 stores that allows you to use the Enhanced Ecommerce feature of Universal Analytics. It's a plug-n-play extension created with an aim to help you quickly get started with the Enhanced Ecommerce features & Advanced Reports of Google Analytics..

For each & every Ecommerce pages of your store, our extension will fetch the data (Enhanced Ecommerce data) from those pages and sent it to your Analytics account. With this data, you can analyse the insights required to take the business decisions about your store.

While you have our extension installed, you don't need to invest your time in validating or developing the complex codes in your Magento store, to capture the Enhanced Ecommerce data into your Analytics account.

## Benefits of Extension

- Quick & Easy Installation
- Access to 5 Reports of **Enhanced Ecommerce**
  - Shopping Behaviour Report
  - Checkout Behaviour Report
  - Product Performance Report
  - Sales Performance Report
  - Product List Performance Report
- Learn about how **different devices are used by same user** & how it **drives purchase**
- Adwords Conversion Tracking
- Facebook Pixel Implementation
- Be in legal compliance by using **I.P Anonymization** which is important for EU countries
- Understand which **payment methods are most widely used** ?

Get additional insights with the below Custom Dimensions & Metrics:

Custom Dimensions:

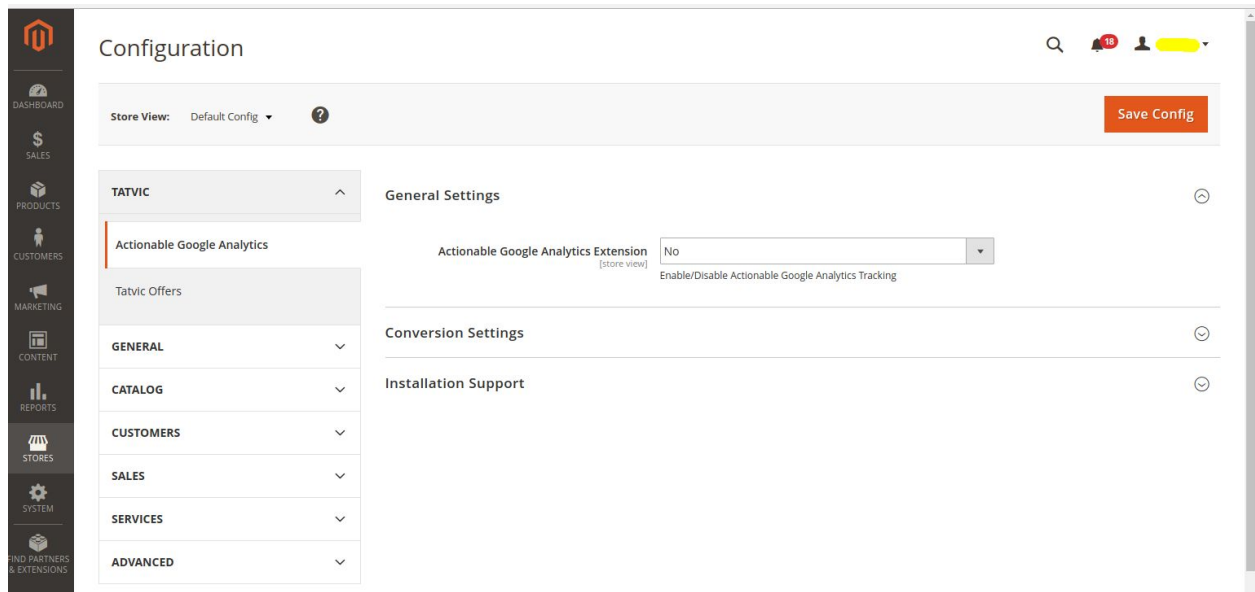
- **Payment Method:** Get insights into which Payment method (paypal, credit card, etc) is most popular for your store, which generates higher AOV and Transactions
- **Shipping Method:** Integrates the Shipping Method data directly into your GA. It Helps you learn about product demand using insights on Shipping Methods.
- **Client ID:** Fetch the GA Client ID.

# Installation:

- Enable **Enhanced Ecommerce** for your Profile/View. This is a View level Settings and can be accessed under **Admin -> View -> Ecommerce Settings**.
- Add meaningful labels for your checkout steps. We recommend you to label as
  - Step 1 : Checkout View
  - Step 2 : Personal Info
  - Step 3 : Billing Info
  - Step 4 : Proceed to Payment
- Activate the Module from Magento 2 backend.
- Enter the **Universal Analytics ID** you're using for your store
- Enable IP Anonymization , UserID tracking, ClientID tracking & Google Analytics Opt Out as per your requirement(Optional).
- **Save** the Settings.

# Screenshots:

## Magento2 Admin Settings:



## Magento2 Admin Settings → Enable Extension

The screenshot shows the Magento2 Admin Configuration page. On the left is a sidebar with navigation options: DASHBOARD, SALES, PRODUCTS, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The main content area is titled 'Configuration' and shows 'Store View: Default Config'. A 'Save Config' button is in the top right. Under 'General Settings', the 'Actionable Google Analytics Extension' dropdown menu is open, showing options 'No', 'Yes', and 'No'. A red arrow points to the 'Yes' option.

## Magento2 Admin Settings → UA ID

The screenshot shows the Magento2 Admin Configuration page for 'Actionable Google Analytics'. The 'General Settings' section is expanded. The 'Actionable Google Analytics Extension' dropdown is set to 'Yes'. Below it, the 'Google Analytics ID' field is highlighted with a red arrow. Other settings include 'Enable Display Feature' (Yes), 'Enable IP Anonymization' (No), 'Enable User ID Tracking' (No), 'Enable Client ID Tracking' (No), and 'Enable Google Analytics Opt Out' (No). Each setting has a brief description and a link to the privacy policy.

# Magento2 Admin Settings → Adwords Conversion

The screenshot shows the 'Configuration' page in Magento2 Admin. At the top right, there is a 'Save Config' button. Below the header, there is a section for 'Conversion Settings'. The 'Enable Google Analytics Opt Out' dropdown is set to 'No'. The 'Google Adwords Conversion' dropdown is highlighted with a red box and set to 'Yes'. Below it, the 'Google Adwords Conversion Label' and 'Google Adwords Conversion ID' text input fields are empty, with red arrows pointing to them from the right. The 'Facebook Pixel Tracking' dropdown is set to 'No'. At the bottom, there is an 'Installation Support' section with links for 'Installation Instructions', 'Support', and 'Privacy Policy'.

# Magento2 Admin Settings → Facebook Pixel Implementation

The screenshot shows the 'Configuration' page in Magento2 Admin. At the top right, there is a 'Save Config' button. Below the header, there is a section for 'Conversion Settings'. The 'Enable Client ID Tracking' dropdown is set to 'No'. The 'Enable Google Analytics Opt Out' dropdown is set to 'No'. The 'Google Adwords Conversion' dropdown is set to 'No'. The 'Facebook Pixel Tracking' dropdown is highlighted with a red box and set to 'Yes'. Below it, the 'Facebook Pixel ID' text input field is empty, with a red arrow pointing to it from the right. At the bottom, there is an 'Installation Support' section with links for 'Installation Instructions', 'Support', and 'Privacy Policy'.

## Magento2 Admin Settings → Save Config

Store View: Default Config

**Save Config**

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General Settings

Actionable Google Analytics Extension (store view) Yes  
Enable/Disable Actionable Google Analytics Tracking

Google Analytics ID (store view) UA-XXXXXX-X  
Enter Google Analytics ID (UA-ID)

Enable Display Feature (store view) Yes  
Enable this option to use Display Feature of Google Analytics

Enable IP Anonymization (store view) No  
Use this feature to anonymize (or stop collecting) the IP Address of your users in Google Analytics. Be in legal compliance by using IP Anonymization which is important for EU countries As per the GDPR compliance. Read our [privacy policy](#).

Enable User ID Tracking (store view) No  
Enable this option to use User ID Tracking Feature of Google Analytics

Enable Client ID Tracking (store view) No  
Use this feature to collect client id (for remarketing) from your website in your Google Analytics account. It's advisable to update your privacy policy with the consent screen to get the client id of the visitors. Read our [privacy policy](#).

Enable Google Analytics Opt Out (store view) No  
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](#).

## Support:

If you have any questions or query visit us at <http://www.tatvic.com/contact> & and we'll get in touch with you in 24 hours. Additionally, our extension includes upto 1 hour of Customization.

Our extension doesn't support the following features:

- Variations of the Product
- Auto Product Loading Using AJAX
- Customized Checkout Page ( Our Plugin only Supports a Standard/Default Checkout Page of Magento 2)
- Flat Catalog Products/Categories