

# Google Analytics Enhanced Ecommerce 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?

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

Our extension will fetch the data (Enhanced Ecommerce data) from your store 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 2 store, to capture the Enhanced Ecommerce data into your Analytics account.

## Benefits of Extension

- Improve the Product Management
- Improve the Merchandising Effectiveness
- Access to Powerful Reports

## Features of Extension:

- Quick & Easy Installation
- Access to 4 Reports of **Enhanced Ecommerce**
  - Shopping Behaviour Report
  - Product Performance Report
  - Sales Performance Report
  - Product List Performance Report
- Captures Product Impressions, Product Click & Add to Cart events on:
  - Category Page
  - Product Page
- Automatically sets your local currency of your store for the data accuracy.

## Support:

If you have any questions or query visit us [here](#) & and we'll get in touch with you in 24 hours.

Our extension doesn't support the following features:

- Product types other than Simple Product
- Flat Catalog Products/Categories
- Checkout steps measuring ( This feature is available with the [premium version](#) only)

# Installation

- Enable **Enhanced Ecommerce** for your Profile/View. This is a View level Settings and can be accessed under **Store ->Configuration -> Tatvic Analytics Tab.**
- Enable the extension from Magento 2 backend.
- Enter the **Universal Analytics ID** you're using for your store.
- Enable IP Anonymization & Google Analytics Opt Out as per your requirement(Optional).
- **Save** the Config.

## FAQ

### **What is the minimal Magento version required to run this extension?**

The minimum version of **Magento** needed for this extension is **2.x**.

### **Do I Need to add any custom code for it?**

As our extension automatically tracks all the Enhanced Ecommerce data (including product name, price, etc dynamically) for your store, you don't need to add any custom/manual code to track Ecommerce events on your store from your end.

### **Where can I see my Enhanced Ecommerce Reports?**

You can find the Enhanced Ecommerce Reports in your Analytics Account under **Conversions -> Ecommerce**.

### **How much time will it take to see the data in Google Analytics?**

It generally depends upon the traffic of the store. But in general it may take max up to 24 hours & min 4 hours to see the data in Google Analytics.

# Screenshots

## Magento 2 Store Admin Settings

This screenshot shows the Magento 2 Store Admin Settings page for Enhanced Ecommerce. The left sidebar contains navigation options: DASHBOARD, SALES, PRODUCTS, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The main content area is titled "Enhanced Ecommerce" and includes a "Save Config" button in the top right. The "Tatvic Analytics" section is active, showing the "Enable Enhanced Ecommerce Extension" dropdown menu set to "No". Below this, there is a link for "Enable/Disable Enhanced-Ecommerce Tracking". The footer displays "Copyright © 2017 Magento, Inc. All rights reserved." and "Magento ver. 2.1.8" with a "Report Bugs" link.

## Magento 2 store Admin Settings -> UA ID

This screenshot shows the Magento 2 Store Admin Settings page for UA ID configuration. The left sidebar is identical to the previous screenshot. The main content area is titled "Enhanced Ecommerce" and includes a "Save Config" button in the top right. The "Tatvic Analytics" section is active, showing the "Enable Enhanced Ecommerce Extension" dropdown menu set to "Yes". Below this, there is a link for "Enable/Disable Enhanced-Ecommerce Tracking". The "UA-ID" field is visible, with a redacted value and a label "Enter UA-ID". The "Enable IP Anonymization" dropdown menu is set to "No", with a link for "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." The "Enable Google Analytics Opt Out" dropdown menu is also set to "No", with a link for "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." The footer displays "Copyright © 2018 Magento, Inc. All rights reserved." and "Magento ver. 2.1.8" with a "Report Bugs" link.