

Installation Guide:

To install the extension and complete the setup in your Magento project, please follow the steps below:

1. Download the extension package to your computer.
2. Extract the extension files.
3. Open your Magento project folder and navigate to the root directory.
4. Inside the root directory, create a new folder called "app/code/MageCaptain" (if it doesn't already exist).
5. Copy the extracted extension files into the "MageCaptain" folder.
6. Open a command prompt or terminal and navigate to your Magento project's root directory.
7. Run the following commands one by one:

```
php bin/magento setup:upgrade  
php bin/magento setup:static-content:deploy -f  
php bin/magento setup:di:compile
```

These commands will update your database schema, deploy static content, and compile the necessary dependencies for the extension.

8. Wait for the commands to finish executing. This may take a few moments.
9. Once the commands have completed successfully, the extension should be installed and ready to use.

Congratulations! You have successfully installed the extension in your Magento project. If you encounter any issues or have further questions, feel free to ask for assistance.

How to Use:

Note: Before configuring Google Tag Manager, please make sure to disable or remove any existing configurations for Google Analytics and Google AdWords in your Magento admin panel. Here are the steps to follow:

- a. Login to your Magento admin panel.
- b. Go to "Stores" and click on "Configuration".

- c. In the left sidebar, under the "Sales" section, click on "Google API".
- d. Under "Google Analytics", locate the "Enable" field and set the option to "No".
- e. Similarly, under "Google AdWords", find the "Enable" field and set the option to "No".
- f. Save the configuration changes.

By disabling or removing the Google Analytics and Google AdWords configurations, you ensure that these features are not conflicting with your Google Tag Manager setup. Once you have completed this step, you can proceed with configuring Google Tag Manager as needed.

1. To integrate Google Tag Manager with your website, follow these steps:

To integrate Google Tag Manager with your website, please follow these steps:

1. Sign in to your Google Tag Manager account at tagmanager.google.com.
2. Create a new container by clicking on the "New" button.
3. Enter a name for your container, select the target platform (Web), and click on "Create".
4. You will be provided with two code snippets: one for the `<head>` section and another for the `<body>` section of your website.
5. Copy the code snippet for the `<head>` section and paste it into the **GTM Header Code** field in the configuration settings of the GA4 extension.
6. Copy the code snippet for the `<body>` section and paste it into the **GTM Body Code** field in the Google Analytics 4 extension configuration.
7. Save and publish your changes to make the Google Tag Manager code live on your website.
8. Go back to your Google Tag Manager account and click on "Submit" to submit the container.
9. You can now start adding tags, triggers, and variables to your container within the Google Tag Manager interface. This allows you to manage and deploy various marketing and tracking scripts without modifying your website's code directly.

Remember, it may take some time for the changes to propagate and for Google Tag Manager to start collecting data from your website.

a. Configurations

To configure the general settings for the GA4 Extension and add the Google Tag Manager code, follow these steps:

- i. **Enable/Disable GA4 Extension:** In the General Settings section, you will find an option to enable or disable the GA4 Extension. Toggle the setting according to your preference.
- ii. **GTM Header Code:** Copy the JavaScript code provided by Google Tag Manager for the `<head>` section. This code is responsible for loading the Google Tag Manager container on your website.
 - In the GA4 Extension settings, locate the "GTM Header Code" field.
 - Paste the copied JavaScript code into the "GTM Header Code" field.
- iii. **GTM Body Code:** Copy the non-JavaScript code provided by Google Tag Manager for the `<body>` section. This code is used for managing tags and triggers within the Google Tag Manager interface.
 - In the GA4 Extension settings, find the "GTM Body Code" field.
 - Paste the copied non-JavaScript code into the "GTM Body Code" field.

General Setting

Notes [store view] You must need to Register Domain, to access this Extension in your Frontend and [here](#) is reference to generate license to your extension.

Enable [store view] Yes

GTM Header Code [store view]

GTM Body Code [store view]

b. Advanced Configuration

In the Advanced Configuration section, you can fine-tune the settings for the GA4 Extension. Here are the explanations for each setting:

- i. **DataLayer Chunks Size:** This feature allows you to divide the data payload into smaller chunks for more efficient transmission. If the payload size exceeds 8192 bytes, the Google analytics.js library will reject sending the data. By breaking down the payload effectively, you can prevent congestion and ensure successful data transmission.
- ii. **Success Page Paths:** If you are using custom checkout pages instead of the default Magento 2 success path ('checkout/onepage/success'), you can specify a custom success page path here. This ensures that the GA4 Extension correctly tracks conversions on your custom success page.

- iii. **Product Clicks:** If you enable this option, the GA4 Extension will track product clicks on specific pages. You can select "Yes" to track product clicks on the following pages:
 - Category Page
 - Search results page
 - Related product grids
 - Cross-sell product grids
 - Up-sell product grids
- iv. **Persistent Keep-Alive time:** This setting determines the duration of the persistent keep-alive time for the connection between the client and server. It helps maintain an active connection to enhance tracking accuracy and data transmission.
- v. **Tracking by Parent ID:** Selecting this option allows you to track transactions on the cart page, checkout page, and success page based on the parent product ID. This ensures accurate tracking of transactions associated with grouped or bundled products.
- vi. **Cookies:** This setting allows you to configure the use of cookies for tracking purposes. Further details or specific options related to cookies may be available in the GA4 Extension settings.

Advanced Configuration

DataLayer Chunks Size
[store view]

The impressions will be sent in separate chunks limited to this number.

Success Page Paths
[store view]

If you are using the success page path is different from the default magento path: 'checkout/onepage/success', you can list it here to make sure the Transaction data is sent to GTM.

Product Clicks
[store view]

Persistent Keep-Alive time
[store view]

The specified value represents minutes.

Tracking by Parent ID
[store view]

Send Parent Id or Child id cart, add to cart, remove from cart, checkout and thank you page

Cookies
[store view]

Send the cookies as secure ones. Should only be used if your whole site is on HTTPS.

C. Product Configuration

In the Advanced Product Configuration section, you have the following settings related to product tracking and transaction calculations:

- i. **Product Primary Base:** This setting allows you to choose the primary product identity for tracking in Google Analytics (GA) and Google Tag Manager (GTM). You can select either "Product ID" or "Product SKU" as the identifier to track products.
- ii. **Attribute use for Brand?:** If your products have a brand attribute and you want to track it in Analytics as the product brand, you can select "Yes" for this option.
- iii. **Select Brand Attribute:** If you selected "Yes" for the "Attribute use for Brand?" option, you need to choose the brand attribute from the available options.

- iv. Allow Variant: Enabling this option allows you to track product variants. If you have products with variants (e.g., different sizes or colors), selecting "Yes" will enable variant tracking.
- v. Order calculation Based On: This setting determines whether the total amount for transactions should be calculated based on the "Grandtotal" or "Subtotal" of the order.
- vi. Tax option on calculation: You can choose whether to include or exclude tax from the transaction tracking. Select the appropriate option based on your requirements.
- vii. Shipping option on calculation: Similar to the tax option, you can select whether to include or exclude shipping from the transaction tracking.

Product Configuration

Product Primary Base <small>[store view]</small>	ID	▼
Attribute use for Brand? <small>[store view]</small>	No	▼
Allow Variant <small>[store view]</small>	No	▼
Order calculation Based On <small>[store view]</small>	Grandtotal	▼
Tax option on calculation <small>[store view]</small>	Include	▼
	Tax will be deduced from Grand Total	
Shipping option on calculation <small>[store view]</small>	Exclude	▼
	charges will deduced from Grand Total	

d. User Custom Tracking Configuration

- i. Customer ID: If you want to use a custom dimension to track customer-related information, you can select "Customer ID." This allows you to assign a unique identifier to each customer and track their activities using this custom dimension.

- ii. **Customer Group:** If you want to use a custom dimension to track the customer group to which each customer belongs, you can select "Customer Group." This allows you to categorize customers based on specific groups or segments and track their activities accordingly.

User Custom Tracking Configuration

Customer ID <small>[store view]</small>	Yes	▼
Customer Group <small>[store view]</small>	Yes	▼

e. Page Custom Tracking Configuration

- i. **Page Name:** This option allows you to use the page name as a custom dimension. By selecting this option, you can track and analyze page-related data using the specific names assigned to each page.
- ii. **Page Type:** This option enables you to use the page type as a custom dimension. By selecting this option, you can categorize and analyze page data based on the type or category of each page.

Page Custom Tracking Configuration

Page Name <small>[store view]</small>	Yes	▼
Page Type <small>[store view]</small>	Yes	▼

f. Product Custom Tracking Configuration

- i. **Reviews Count:** By selecting "Yes" for this option, you can track the number of reviews received for each product. This information can be used as a custom dimension to analyze and measure customer feedback and product popularity.

- ii. **Reviews Score:** If you want to track the review score or rating for each product, select "Yes" for this option. This enables you to use the review score as a custom dimension to assess product quality and customer satisfaction.
- iii. **Stock Status:** Selecting "Yes" for this option allows you to track the stock status of each product. By using stock status as a custom dimension, you can monitor product availability and take necessary actions to restock or manage inventory effectively.

Product Custom Tracking Configuration

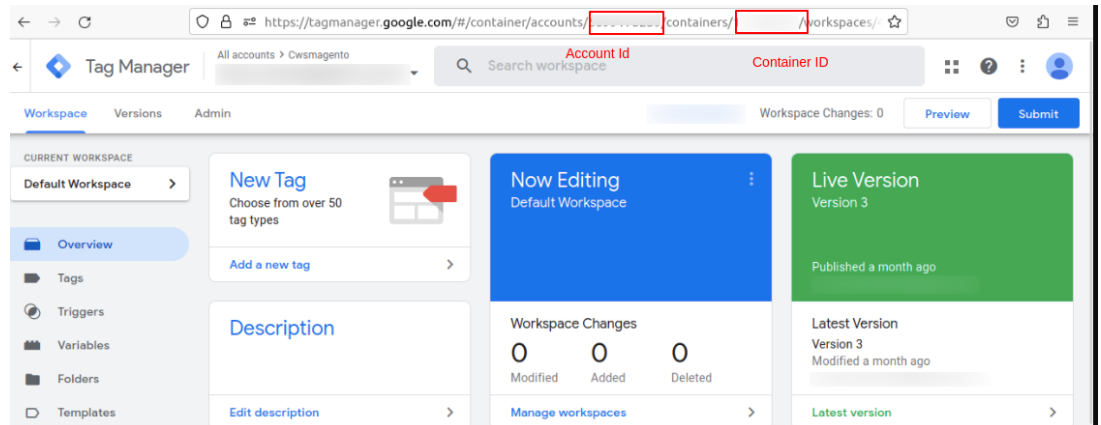
Reviews Count <small>[store view]</small>	Yes	▼
<small>Retrigger the Variables, Triggers and Tags Setup if you make changes here</small>		
Reviews Score <small>[store view]</small>	Yes	▼
<small>Retrigger the Variables, Triggers and Tags Setup if you make changes here</small>		
Stock Status <small>[store view]</small>	Yes	▼
<small>Retrigger the Variables, Triggers and Tags Setup if you make changes here</small>		

g. Google Tag Manager API:

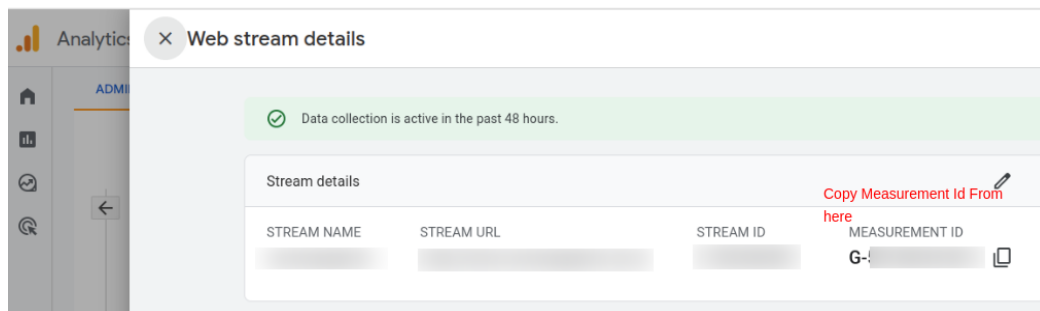
To configure the Google Tag Manager API, you will require the account ID and container ID associated with your Google Tag Manager account. To retrieve these IDs, follow these steps:

- i. Log in to your Google Tag Manager account at <https://tagmanager.google.com>.
- ii. Navigate to the "Account" section and select the relevant container you want to configure.
- iii. Within the container, access the "Workspace" that you wish to configure.
- iv. Take note of the URL displayed in your browser's address bar. It should look similar to:
<https://tagmanager.google.com/#/container/accounts/XXXXXXXXXX/containers/XXXXXXXXXX/workspaces>.

- v. In the URL, locate and copy both the Account ID and Container ID from the provided URL structure.



- vi. To obtain the measurement ID from Google Analytics 4, follow these steps:
- Log in to your Google Analytics 4 account.
 - Select the appropriate Property and navigate to the desired View.
 - Click on the "Admin" option located in the sidebar.
 - Within the Admin section, find the column corresponding to your chosen Property and click on "Data Streams".
 - Identify the specific data stream that you want to retrieve the Measurement ID for and select it.
 - Once you have accessed the data stream, copy the Measurement ID associated with it.



- vii. Once you have your account ID, container ID, and measurement ID, configure Google Tag Manager API in the extension configuration.

- **Account ID:** Paste the Account ID that you copied from the Google Tag Manager URL.
- **Container ID:** Paste the Container ID that you copied from the Google Tag Manager URL.
- **Measurement ID:** Paste the Measurement ID that you copied from your Google Analytics account.

Google Tag manager API

Account ID [store view]
`https://tagmanager.google.com/#/container/accounts/XXXXXXXXXX/containers/XXXXXXXX`

Container ID [store view]
`https://tagmanager.google.com/#/container/accounts/XXXXXXXXXX/containers/XXXXXXXX`

Measurement ID [store view]
Ex: G-123456789

h. Google Ads Configuration:

To configure Google Ads in the extension, follow these steps:

- i. **Enable:** You can enable or disable the Google Ads configuration by selecting the appropriate option.
- ii. **Google Conversion ID:** Input your Google Conversion ID. This ID is provided by Google Ads and is unique to your account. Copy and paste the ID into the designated field.
- iii. **Google Conversion Label:** Input your Google Conversion Label for AdWords. This label is also provided by Google Ads and is specific to the conversion you want to track. Copy and paste the label into the designated field.
- iv. **Google Conversion Currency Code:** Add the currency code as per your AdWords account. This ensures that the correct currency is used for tracking conversions. Enter the currency code into the designated field.

Google Ads Configuration

Enable <small>[store view]</small>	Yes
Google Conversion Id <small>[store view]</small>	
	Ex: 12324325
Google Conversion Label <small>[store view]</small>	
	Ex: Label value
Google Conversion Currency Code <small>[store view]</small>	usd
	Ex: usd

i. Google Ads Remarketing:

To configure Google Ads Remarketing in the extension, follow these steps:

- i. **Enable:** You can enable or disable the Google Ads Remarketing configuration by selecting the appropriate option.
- ii. **Conversion Code:** Place the Google Conversion code provided by Google Ads. This code allows you to track conversions and target users for remarketing campaigns. Copy and paste the code into the designated field.
- iii. **Conversion Label:** Input your Google Conversion Label for Remarketing. This label is specific to your remarketing campaign and helps identify the conversions you want to track. Copy and paste the label into the designated field.

Google Ads Remarketing

Enable
[store view] Yes

Conversion Code
[store view]

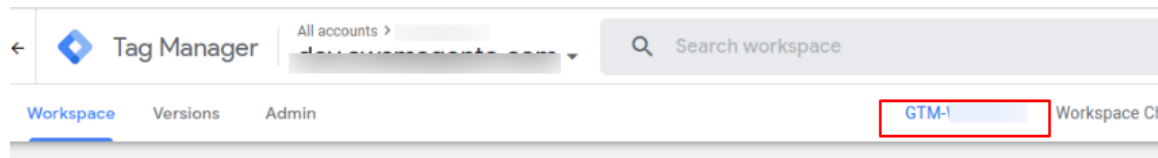
Conversion Label
[store view]

You can leave the Conversion Label field blank if there is no google_conversion_label in the code box.

j. Export:

To export your Google Tag Manager configuration from the extension, follow these steps:

- i. Google Tag Manager Public ID: Add your Google Tag Manager Public ID. This ID can be obtained by logging in to your Google Tag Manager account and selecting the respective Account. Copy your GTM Public ID from there.



- ii. Generate And Download File: Click on the "Generate And Download File" button. This action will automatically generate a JSON file containing your Google Tag Manager configuration. The file will be downloaded to your device. Save it to a secure location for future use.

Export

Google Tag Manager Public ID
[store view]

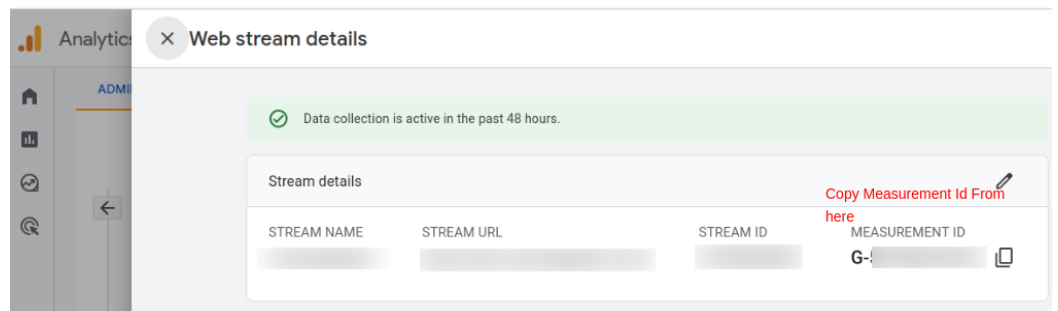
[store view]

Generate And Download File

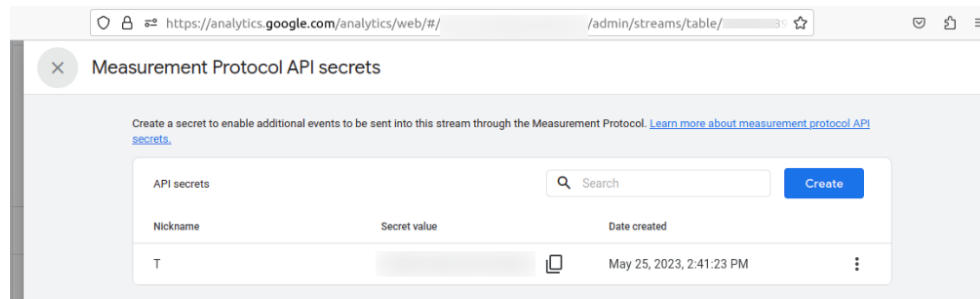
k. Measurement Tracking:

To configure Measurement Tracking in the extension, follow these steps:

- i. Enable: You can enable or disable the Measurement Tracking by selecting the appropriate option.
- ii. Measurement ID: You can find the Measurement ID as per the steps mentioned above. Copy and paste the Measurement ID into the designated field.



- iii. API Secret: To retrieve the Measurement API Secret, log in to your Google Analytics 4 account and follow the steps below:
 - Select the appropriate Property and navigate to the desired View.
 - Click on the "Admin" option located in the sidebar.
 - Within the Admin section, find the column corresponding to your chosen Property and click on "Data Streams".
 - Identify the specific data stream for which you want to retrieve the API Secret and select it.
 - Click on "Measurement Protocol API secrets".
 - Create a new API Secret and paste it into the designated field in the extension configuration.



- iv. Track Events: You can select the specific events that you want to track using Google Analytics 4. Choose the events that are relevant to your tracking needs.

Measurement Tracking

Enable
[store view] Yes

Measurement ID
[store view]
Ex: G-XCXCCXXC

API Secret
[store view]

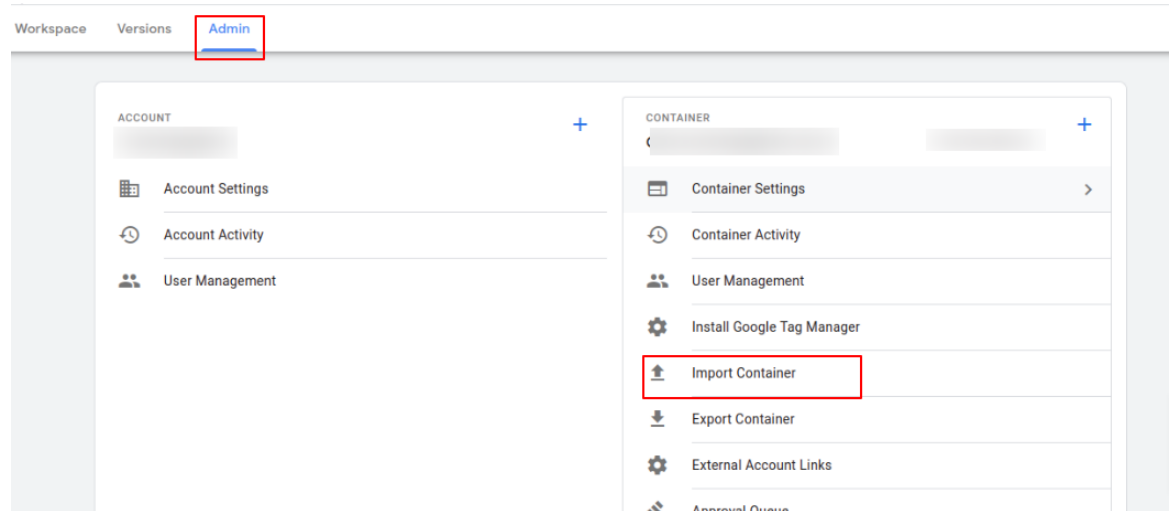
Track Events
[store view]

- View Item List
- Select Item
- Search
- Add To Wishlist
- Add To Cart
- Remove From Cart
- View Cart
- Begin Checkout
- Add Payment Info
- Add Shipping Info

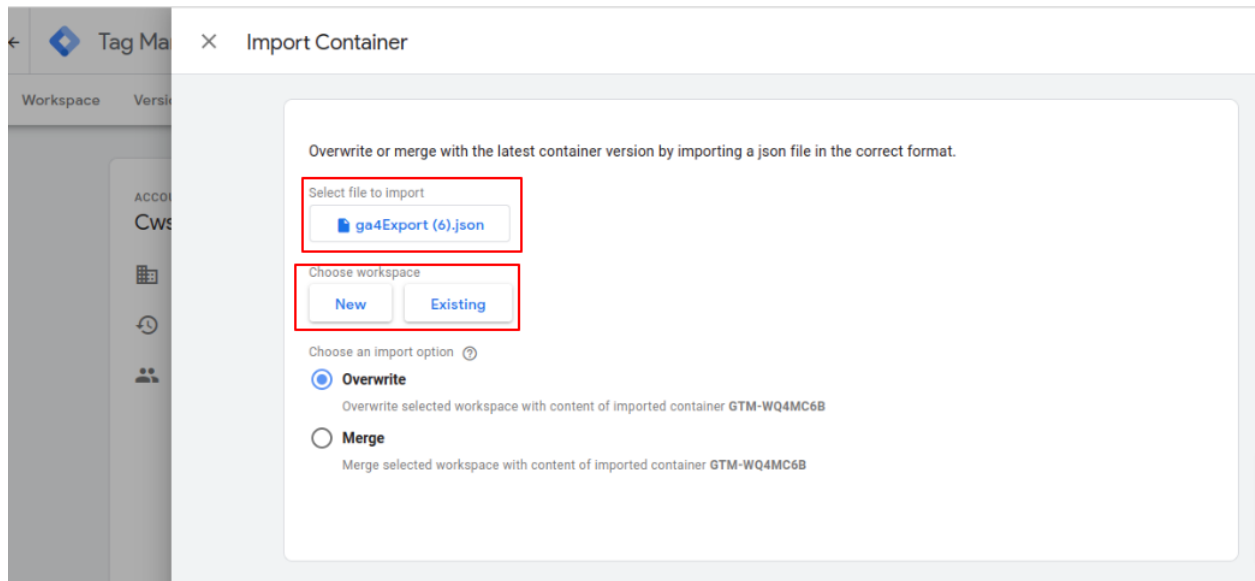
2. Import Download Json file to Google Tag Manager:

After successfully configuring the extension, the next step is to import all the necessary tags, triggers, and variables for it to function properly. To import the downloaded JSON file into Google Tag Manager, please follow these steps:

- a. Open Google Tag Manager: Go to the Google Tag Manager website and log in to your account.
- b. Select the Container: From the "Account" section in Google Tag Manager, choose the container that corresponds to the website or project you are working with.
- c. Access the Admin Section: Click on the "Admin" option located in the upper-right corner of the Google Tag Manager interface.
- d. Import Container: Within the Admin section, look for the "Import Container" option and click on it.



- e. Locate the JSON File: Use the file browsing option to locate the JSON file that you previously downloaded, which contains the tags, triggers, and variables.
- f. Choose Workspace: Select the appropriate workspace where you want to import the container contents. This will determine where the imported items will be placed within your Google Tag Manager configuration.
- g. Select Import Options: You will be presented with import options such as "Merge", "Overwrite", or "Rename conflicting tags". Choose the option that best suits your needs. For example, if you want to add the imported items without removing any existing configurations, you can select the "Merge" option.



- h.** Confirm Import: Once you have reviewed your import options, click on the "Confirm" button to initiate the import process.
- i.** preview: To preview your tags in Google Tag Manager, follow these steps:
 - i. Go to the "Workspace" section: Log in to your Google Tag Manager account and navigate to the "Workspace" section.
 - ii. Select "Tags" view: In the workspace, locate and click on the "Tags" option. This will display a list of tags configured in your workspace.
 - iii. Initiate preview mode: Look for the "Preview" button and click on it. This will activate the preview mode, allowing you to test and verify the functionality of your tags.
 - iv. Interact with your website: While in the preview mode, visit your website and interact with it as you normally would. Click on links, submit forms, or trigger events that are relevant to the tags you want to test.
 - v. Observe tag behavior: As you interact with your website, you can observe the behavior of the tags in real time. Check if the tags are firing correctly and capturing the desired data.
 - vi. Submit changes: Once you have finished previewing and testing the tags, click on the "Submit" button within Google Tag Manager. This will save any changes made during the preview mode.
 - vii. Publish the tags: After submitting the changes, click on the "Publish" button to publish the tags and make them live on your

website. This will ensure that the tags are active and capturing data for your tracking and analytics purposes.

If you encounter any issues or have any questions or concerns, please don't hesitate to reach out to our dedicated support team at support@magecaptain.com. We are here to assist you and provide solutions to any problems or confusion you may have. Our team is committed to ensuring a smooth and seamless experience for our customers, and we value your feedback and satisfaction. Don't hesitate to contact us, and we'll be more than happy to assist you promptly.