



# **[User Manual] GA4 with Google Tag Manager for Magento**

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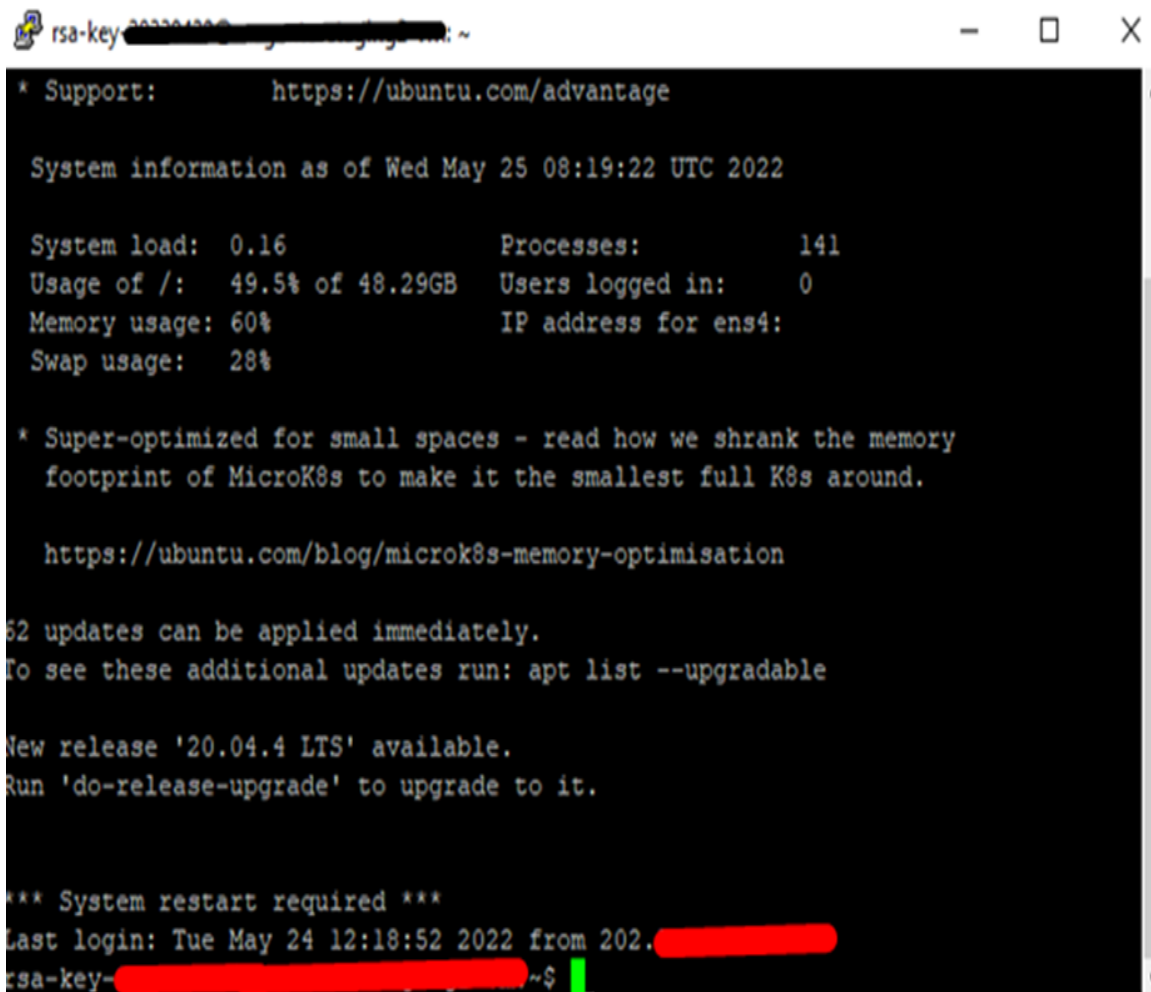
Need Help? You can [set up a call with our expert for a quick product walkthrough.](#)

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## 1. Installation Steps

Once you download the extension from the Magento Market place please follow the steps.

**Step 1:** Go to SSH [Refer Screenshot 1.1]

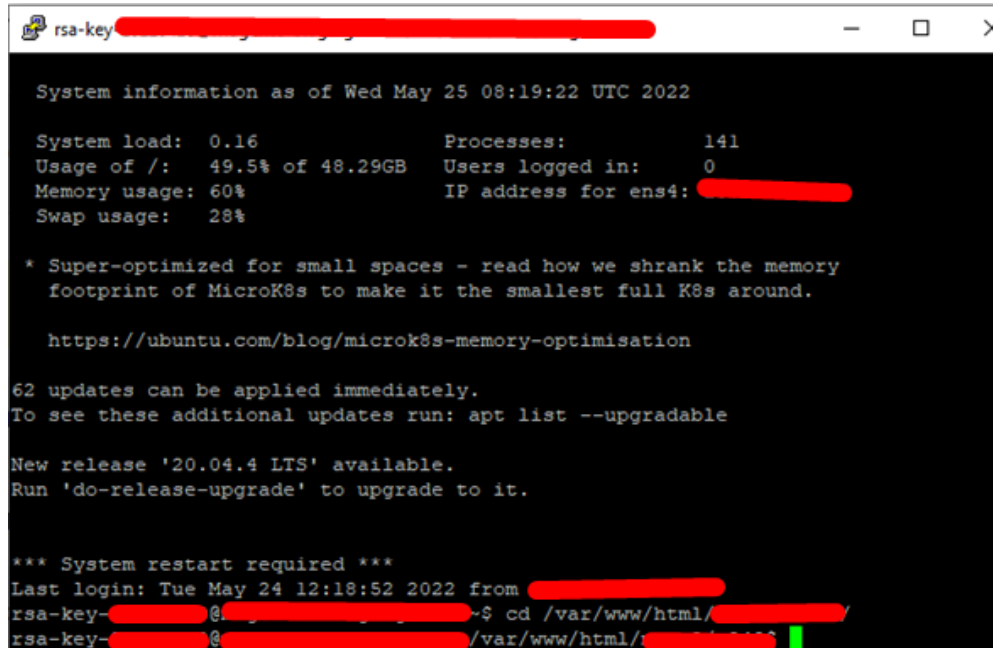


```
rsa-key-2022052508: ~  
* Support: https://ubuntu.com/advantage  
  
System information as of Wed May 25 08:19:22 UTC 2022  
  
System load: 0.16          Processes:          141  
Usage of /: 49.5% of 48.29GB  Users logged in:  0  
Memory usage: 60%          IP address for ens4:  
Swap usage: 28%  
  
* Super-optimized for small spaces - read how we shrank the memory  
  footprint of MicroK8s to make it the smallest full K8s around.  
  
https://ubuntu.com/blog/microk8s-memory-optimisation  
  
62 updates can be applied immediately.  
To see these additional updates run: apt list --upgradable  
  
New release '20.04.4 LTS' available.  
Run 'do-release-upgrade' to upgrade to it.  
  
*** System restart required ***  
Last login: Tue May 24 12:18:52 2022 from 202. [REDACTED]  
rsa-key- [REDACTED] ~$
```

[Screenshot 1.1]

## Step 2:

Go to your Project Folder:



```
rsa-key-20220420@magento-staging2-vm: /var/www/html/mage2/m243$ sudo bin/magento module:status
```

System information as of Wed May 25 08:19:22 UTC 2022

System load:	0.16	Processes:	141
Usage of /:	49.5% of 48.29GB	Users logged in:	0
Memory usage:	60%	IP address for ens4:	[REDACTED]
Swap usage:	28%		

\* Super-optimized for small spaces - read how we shrank the memory footprint of MicroK8s to make it the smallest full K8s around.

<https://ubuntu.com/blog/microk8s-memory-optimisation>

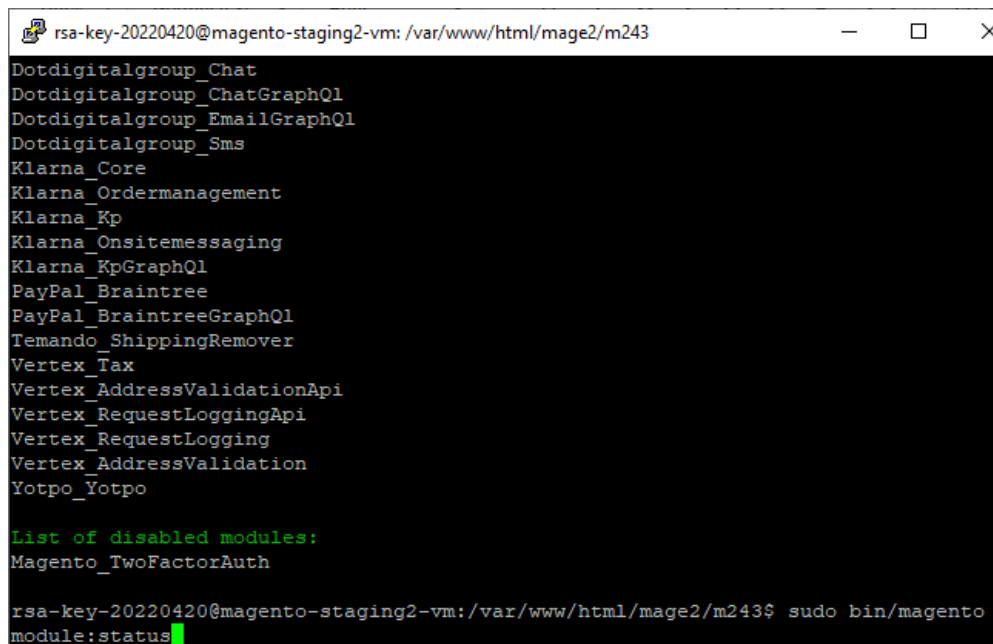
62 updates can be applied immediately.  
To see these additional updates run: `apt list --upgradable`

New release '20.04.4 LTS' available.  
Run 'do-release-upgrade' to upgrade to it.

\*\*\* System restart required \*\*\*  
Last login: Tue May 24 12:18:52 2022 from [REDACTED]  
rsa-key-20220420@magento-staging2-vm:~\$ cd /var/www/html/mage2/m243  
rsa-key-20220420@magento-staging2-vm:~/var/www/html/mage2/m243\$

## Step 3:

Check the Module Status by the below command



```
rsa-key-20220420@magento-staging2-vm: /var/www/html/mage2/m243$ sudo bin/magento module:status
```

Dotdigitalgroup\_Chat  
Dotdigitalgroup\_ChatGraphQL  
Dotdigitalgroup\_EmailGraphQL  
Dotdigitalgroup\_Sms  
Klarna\_Core  
Klarna\_Ordermanagement  
Klarna\_Kp  
Klarna\_Onsitemessaging  
Klarna\_KpGraphQL  
PayPal\_Braintree  
PayPal\_BraintreeGraphQL  
Temando\_ShippingRemover  
Vertex\_Tax  
Vertex\_AddressValidationApi  
Vertex\_RequestLoggingApi  
Vertex\_RequestLogging  
Vertex\_AddressValidation  
Yotpo\_Yotpo

List of disabled modules:  
Magento\_TwoFactorAuth

```
rsa-key-20220420@magento-staging2-vm: /var/www/html/mage2/m243$ sudo bin/magento module:status
```

**Step 4:** Enable the Extension by the below command

```
Magento_Usps
Magento_ConfigurableProductSales
Magento_PaypalGraphQL
Magento_VaultGraphQL
Magento_Version
Magento_InventoryInStorePickupWebapiExtension
Magento_WebapiAsync
Magento_WebapiSecurity
Magento_ProductLinksSampleData
Magento_WeeeGraphQL
Magento_CurrencySymbol
Magento_WidgetSampleData
Magento_Wishlist
Magento_WishlistAnalytics
Magento_WishlistGraphQL
Magento_WishlistSampleData
Conversios_GoogleAnalytics
Temando_ShippingRemover

List of disabled modules:
Magento_CheckoutAgreementsGraphQL
Magento_Csp
Magento_CheckoutAgreements
Magento_TwoFactorAuth
```

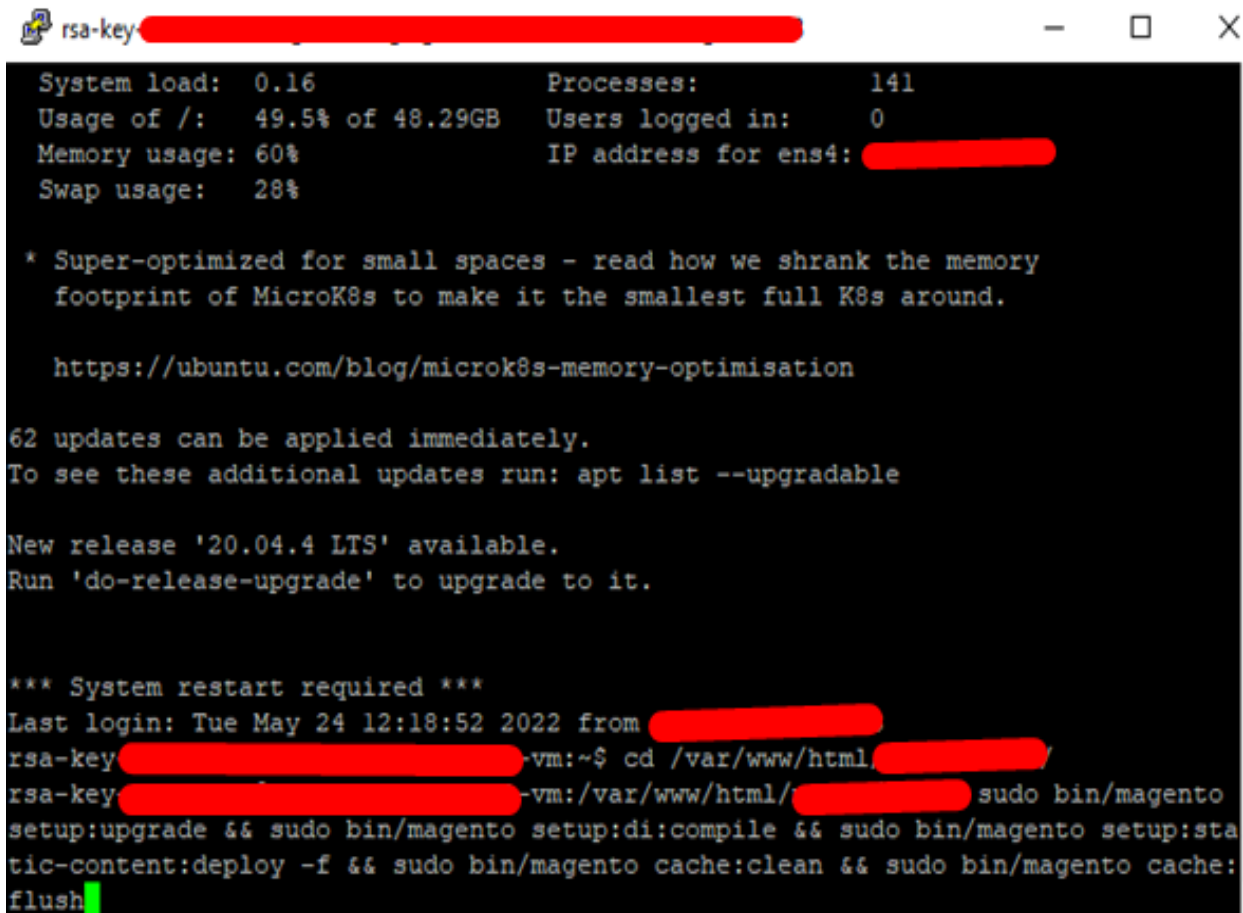
*sudo bin/magento module:enable Conversios\_GoogleAnalytics --clear-static-content*

Go to the Directory Folder of your Project then RUN below merge-commands:

**Command 1:**

*sudo bin/magento setup:upgrade && sudo bin/magento setup:di:compile && sudo bin/magento setup:static-content:deploy -f && sudo bin/magento cache:clean && sudo bin/magento cache:flush*

**Command 2:** *sudo chmod -R 777 pub/ generated/ app/code/ var/ vendor/*



```
rsa-key- [REDACTED]
System load: 0.16          Processes: 141
Usage of /: 49.5% of 48.29GB  Users logged in: 0
Memory usage: 60%         IP address for ens4: [REDACTED]
Swap usage: 28%

* Super-optimized for small spaces - read how we shrank the memory
  footprint of MicroK8s to make it the smallest full K8s around.

https://ubuntu.com/blog/microk8s-memory-optimisation

62 updates can be applied immediately.
To see these additional updates run: apt list --upgradable

New release '20.04.4 LTS' available.
Run 'do-release-upgrade' to upgrade to it.

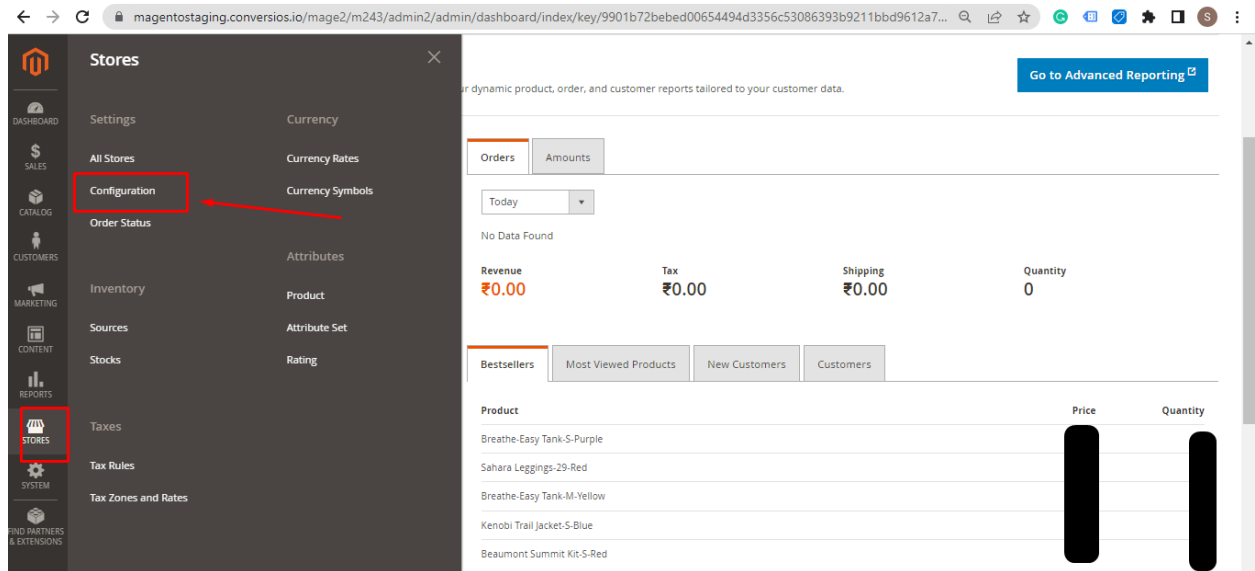
*** System restart required ***
Last login: Tue May 24 12:18:52 2022 from [REDACTED]
rsa-key [REDACTED]-vm:~$ cd /var/www/html/[REDACTED]
rsa-key [REDACTED]-vm:/var/www/html/[REDACTED] sudo bin/magento
setup:upgrade && sudo bin/magento setup:di:compile && sudo bin/magento setup:sta
tic-content:deploy -f && sudo bin/magento cache:clean && sudo bin/magento cache:
flush
```

You have now successfully activated the Conversios GA4 with Google Tag Manager extension on your Magento backend.

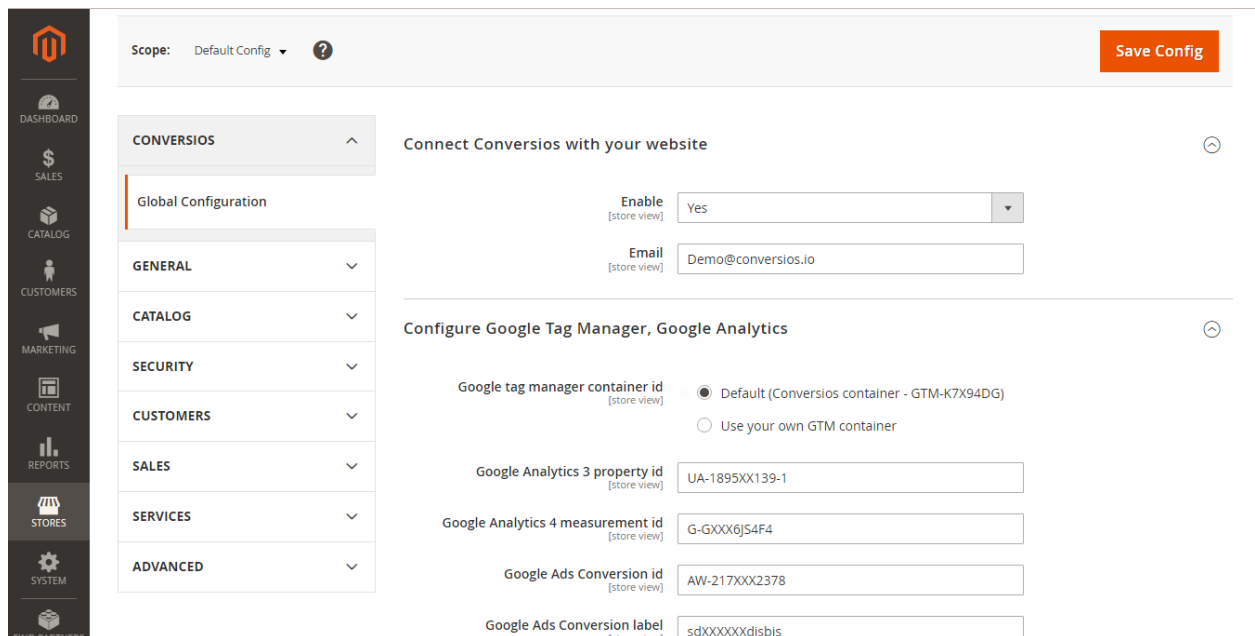
## Step 5:

Now navigate to the configuration page and enable the GA4 with Google Tag Manager extension conversion extension

[Refer to the screenshot below]



Enable the Conversios GA4 with Google Tag Manager from your Magento backend by enabling the same.



**Step 2:** Once you enable the extension, you will have set the GTM container that you wanted to use to track the events.

**Step 3:** By default, the app uses the Conversios GTM container (GTM-K7X94DG) to track the events. If you want to use your own GTM, please follow the guidelines attached [here](#).

**Step 4:** Add the required information to the configuration details:  
(Refer to screenshot 2.1 below)

**For Example :**

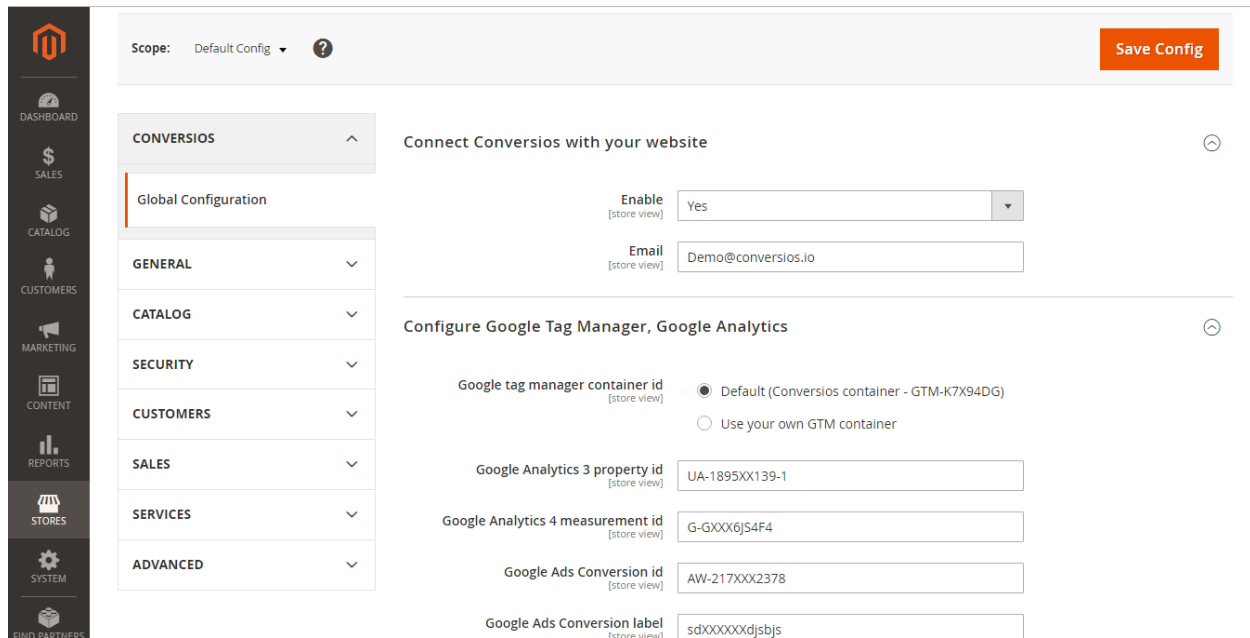
Google Analytics 3 - "UA-1895XXX39-1" [\[See How to find google analytics 3 property id?\]](#)

Google Analytics 4 - "G-KF65XXX67" [\[See how to find google analytics 4 measurement id?\]](#)

Google Ads Conversion Id - "AW-110288XXX71" [\[See how to find google ads conversion id?\]](#)

Google Ads Conversion Label - "-bIGCOXXXXXLfl\_oop" [\[See how to find google ads conversion label?\]](#)

After entering the required details, hit the **"Save Config"** button.



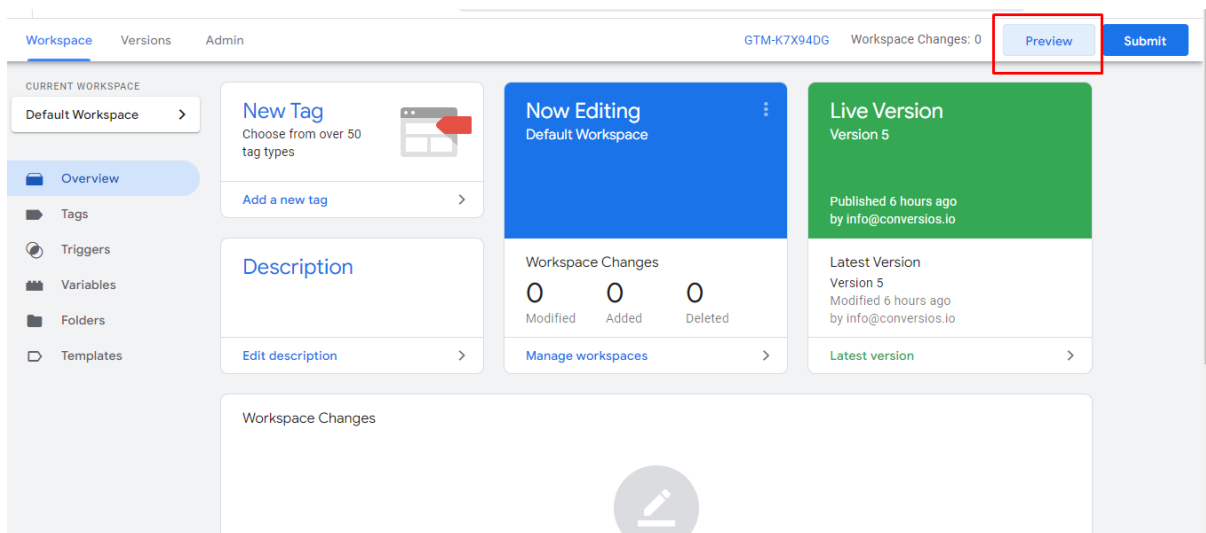
[Screenshot 4.3]

Now, GA4 and the GTM have been set up in your store.

## 2. How to validate if the Google Analytics tracking and Google Tag Manager are set up in your store?

### Step 1:

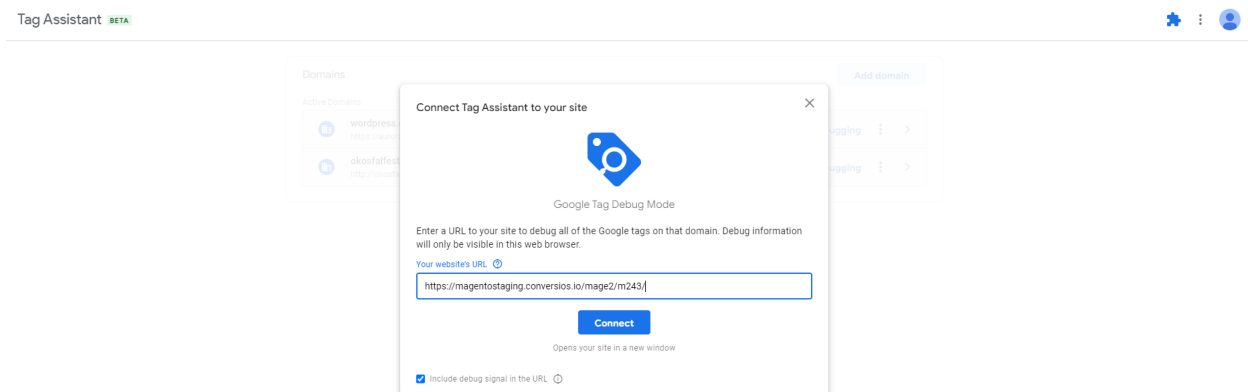
Open <https://tagmanager.google.com>, log into your Google Tag Manager account, choose the GTM that you have integrated with the GA4 with Google Tag Manager and then click Preview (Refer to Screenshot 2.1)



[Screenshot 2.1]

### Step 2:

Enter the website URL here (Refer to screenshot 2.2)



[Screenshot 2.2]



## Step 3:

Once connected, perform any action you would like to test in your debugging window.

Note: The events are being fired after I took the action of visiting the product detail page (Refer to screenshot 2.3).

[Screenshot 2.3]

The screenshot displays the Conversios debugging interface. At the top, it shows 'Connected conversios.io' and two active tags: 'GTM-K7X94DG' and 'G-GBTQ6JS4F4'. The main area is titled 'view\_item' and shows an 'API Call' with the code `dataLayer.push({event: "view_item", ...})`. Below this, the 'Output of GTM-K7X94DG' is shown, with tabs for 'Tags', 'Variables', 'Data Layer', 'Consent', and 'Errors'. The 'Tags' tab is active, showing a 'Tags Fired' section with three items: 'COV - GA3 - Product Detail' (Google Analytics: Universal Analytics - Succeeded), 'COV - GA4 - View Item' (Google Analytics: GA4 Event - Succeeded), and 'COV - Clean Up Tag' (Custom HTML - Succeeded). A red box highlights the 'view\_item' event in the left sidebar and the 'Tags Fired' section.

## Step 4:

In the debugging window, I made a purchase, and you can see that the purchase events were triggered appropriately (Refer to screenshot 2.4)

The screenshot displays the Conversios.io interface for configuring a 'purchase' event. On the left, a 'Summary' sidebar lists various page events, with '48 purchase' highlighted in a red box. The main area shows the event configuration, including an 'API Call' with the code `dataLayer.push({event: "purchase", ...})`. Below this, the 'Output of GTM-K7X94DG' is shown, with tabs for 'Tags', 'Variables', 'Data Layer', 'Consent', and 'Errors'. The 'Tags' tab is active, displaying a 'Tags Fired' section with a red border around the following items:

Tag Name	Status
COV - Google ads dynamic remarketing purchase	Google Ads Remarketing - Succeeded
COV - GA4 - Purchase	Google Analytics: GA4 Event - Succeeded
COV - GA3 - Purchase	Google Analytics: Universal Analytics - Succeeded
COV - Google Ads Conversion Tracking Purchase	Google Ads Conversion Tracking - Still running
COV - Clean Up Tag	Custom HTML - Succeeded

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**Need Help? Please reach out to us at [info@conversios.io](mailto:info@conversios.io) for any technical help or support. OR you can [set up a call with our expert for a quick product walkthrough](#).**

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