



Google Analytics 4 and Google Tag Manager for eCommerce

Reference Guide



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Google Analytics 4 & Google Tag Manager for eCommerce

Overview

Google Analytics is the industry leader analytics tool for self-reporting and measurement of digital properties. Many of our merchants are in different levels of maturity with their own analytics journeys.

Google Analytics allows HungerRush the ability to offer a flexible yet robust platform free of charge. Merchants have had success measuring their ad campaigns and customer segments against the analytics received from GA4 including channel, device and user segments. Future eCommerce enhancements will show insights to the success funnels within online ordering.

As of July 2023, all Google Analytics accounts were required to upgrade from Universal Analytics to the improved Google Analytics 4 (GA4) measurement. HungerRush accomplished this by making our Admin Portal for Online Ordering support GA4 IDs and additional events.

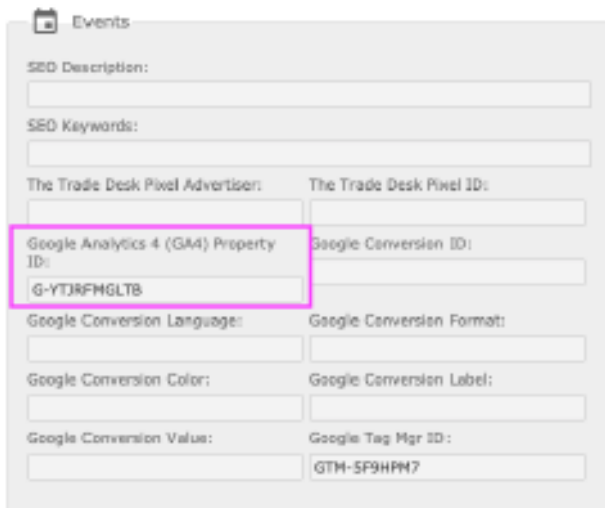
Please Note: Google has many helpful resources to guide users through the process of modifying an existing Google Analytics account or setting one up from scratch.

Google Analytics Setup

Google Analytics GA4 ID Configuration

The Admin Portal captures both GA4 and UA IDs. It is encouraged that each merchant update their ID to the new GA4 ID. This GA4 ID implementation is required for Google eCommerce events to fire.

Go to **System > Configuration > Events > 'Google Analytics ID'**



The screenshot shows the 'Events' configuration page. The 'Google Analytics 4 (GA4) Property ID' field is highlighted with a pink box and contains the value 'G-YTJRFHGLTB'. Other fields include 'SEO Description', 'SEO Keywords', 'The Trade Desk Pixel Advertiser', 'The Trade Desk Pixel ID', 'Google Conversion ID', 'Google Conversion Language', 'Google Conversion Format', 'Google Conversion Color', 'Google Conversion Label', 'Google Conversion Value', and 'Google Tag Mgr ID' (GTM-SF9HPM7).

ID Examples:

- GA4 = G-WMC847DHXF
- UA = UA-257212871-1

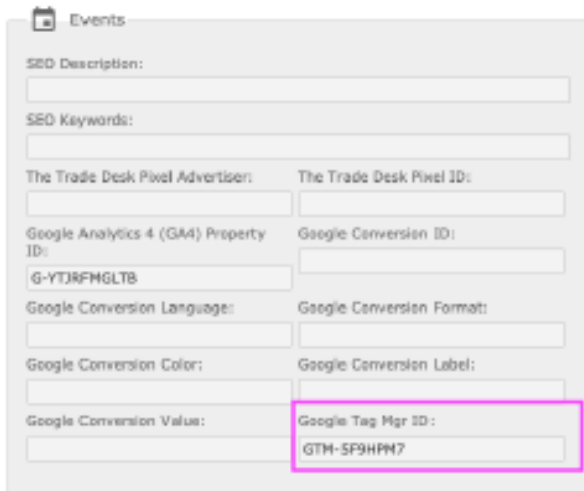
Please Note: Some merchants who have previously consulted Support, Online Ordering or eCommerce to add Google Analytics via a pixel and not through the admin portal field above will need the pixel removed. Not removing outdated pixels could result in duplication of Google Analytics tags placed on website. These can be requested via Online Ordering for removal.

Google Tag Manager Configuration fires on All Pages

The Admin Portal setting for the Google Tag Manager (GTM) ID will fire a GTM Container on all pages. Previously the GTM ID would only fire on a successful checkout. This has been corrected to place the GTM container and body tag on all pages. This way a merchant can be responsible for placing their own pixels across all pages through the GTM container if desired.

It is recommended that merchants using GTM only allow authorized parties to apply pixels and tags to their container. If not properly managed a GTM container could have a negative impact on site and data performance.

Go to: **System > Configurations > Events > 'Google Tag Mgr ID'**



The screenshot shows the 'Events' configuration page in the Admin Portal. The 'Google Tag Mgr ID' field is highlighted with a pink box and contains the value 'GTM-5F9HPH7'. Other fields include 'SEO Description', 'SEO Keywords', 'The Trade Desk Pixel Advertiser', 'The Trade Desk Pixel ID', 'Google Analytics 4 (GA4) Property ID', 'Google Conversion ID', 'Google Conversion Language', 'Google Conversion Format', 'Google Conversion Color', 'Google Conversion Label', and 'Google Conversion Value'.

Admin Portal with GTM ID

Sample GTM Container:

```
1 <!-- Google Tag Manager -->
2 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
3 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
4 j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
5 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
6 })(window,document,'script','dataLayer','GTM-W43HTCB');</script>
7 <!-- End Google Tag Manager -->
```

Sample GMT Body Tag:

```
1 <!-- Google Tag Manager (noscript) -->
2 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-W43HTCB"
3 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
4 <!-- End Google Tag Manager (noscript) -->
```

Please Note: Some merchants who have previously consulted Support, Online Ordering or eCommerce to add GTM containers via a pixel and not through the admin portal field above will need the pixel removed. Not removing outdated pixels could result in duplication of GTM Containers placed on website. These can be requested via Online Ordering for removal.

eCommerce Events

The following eCommerce Events offered by Google are now accessible for any merchant using the GA4 ID configuration in admin portal. When a GA4 ID is present the site will fire the below events automatically. A merchant can then use their GA to configured the desired reports to be best measure their business.

[More information on Google](#)



Example report shows abandonment rates through the purchase funnel

These events are referred to as gtag events through Google Analytics eCommerce Events, data layer push events are not supported. These events will only fire if the GA4 ID is present in admin portal.

Currently available events:

- Purchase
- Add to Cart / Remove Item from Cart Initiate Checkout Process
- Payment Method Added
- View Item
- Add Shipping Info

Purchase Event Details

With a successful checkout a purchase event will fire. This can be used by a merchant for their own reporting through Google Tag Manager and/or Google Analytics if desired. These details can be seen in GA4, please note that the Purchase Journey and Checkout Journey report, will require more events to be completed by HungerRush.

[More information on Google](#)

```
1 gtag("event", "purchase",
```

Existing data layer elements are still included with a successful transaction and the enablement of GTM through admin portal field 'Google Tag Mgr ID:'. These have been updated to support use in GA4 as well.

- transactionId, transactionTotal, transactionTax

- transactionProducts
 - sku, name, category, price, quantity

```

1 window.dataLayer = window.dataLayer ||
2 [];dataLayer.push({'transactionId':'143058','transactionAffiliation':'8','transactionTotal':23.3100,'transactionTax':1.32,'transactionProducts':
3 [{sku:'BBQ Chicken', 'name':'BBQ Chicken', 'category':'Pizza', 'price':21.9900, 'quantity':1}]});

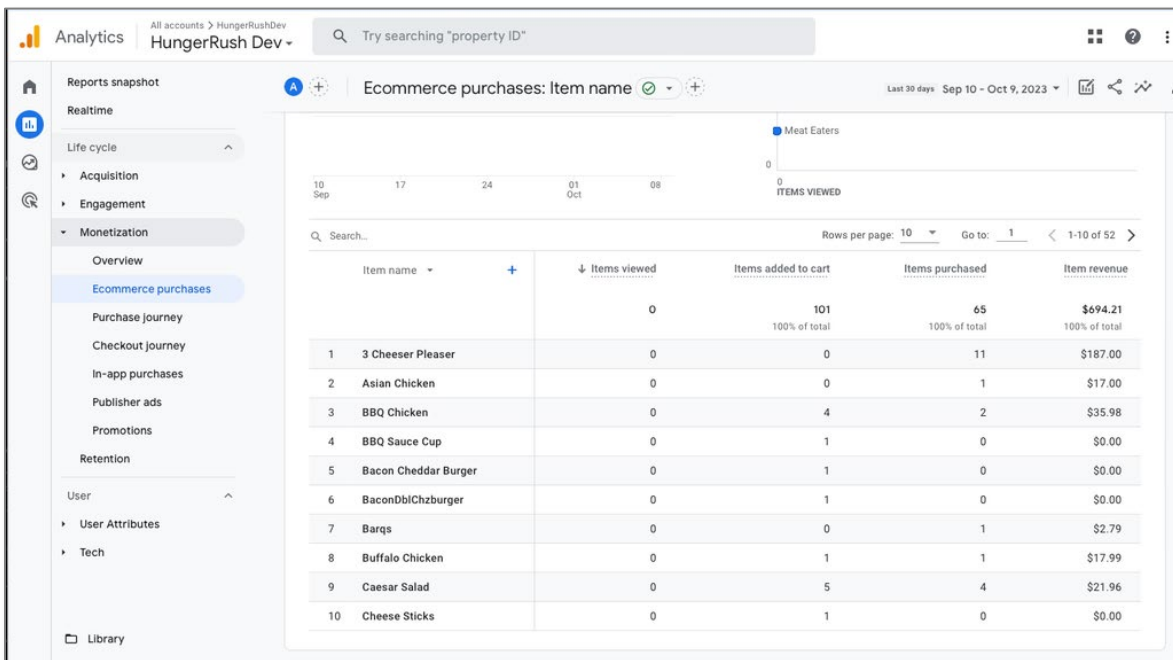
```

Example Data:

```

1 gtag("event", "purchase", {
2   transaction_id: "T_12345",
3   value: 25.42,
4   tax: 4.90,
5   currency: "USD",
6   items: [
7     {
8       item_id: "SKU_12345",
9       item_name: "Example Pizza",
10      index: 0,
11      item_brand: "The Pizza Place",
12      item_category: "Hand Tossed Pizzas",
13      price: 9.99,
14      quantity: 1
15    },

```



eCommerce purchase data being displayed in GA4

Add to Cart

Items that are added to cart will now be marked for this event.

```

1 gtag("event", "add_to_cart",

```

Same item parameters as Purchase Event will be included.

[More information on Google](#)

Initiate Checkout Process (Begin Checkout)

When the customer begins a checkout process this event will fire.

```
1 gtag("event", "begin_checkout",
```

All cart contents will be listed as items in string.

[More information on Google](#)

Payment Method Added

When the customer adds payment information this event will fire.

[More information on Google](#)

Example data below:

```
1 gtag("event", "add_payment_info", {
2   currency: "USD",
3   value: 7.77,
4   payment_type: "Credit Card",
5   items: [
```

View Item

The view item event is required to complete the Purchase Journey funnel report in Google Analytics.

[More information on Google](#)

Example data below:

```
1 {
2   event: "view_item",
3   gtm: {uniqueEventId: 8, start: 1702410279260, priorityId: undefined},
4   eventModel: {
5     currency: "USD",
6     value: "$10.99 - $12.99",
7     items: [
8       {
9         item_id: "i1",
10        item_name: "Basic",
11        item_category: "Pizza",
12        location_id: "",
13        price: "$10.99 - $12.99",
14        quantity: "1"
15      }
16    ]
17  }
18 }
```

Add Shipping Info

The add shipping info event is required to complete the Checkout Journey funnel report in Google Analytics.

[More information on Google](#)

Example data below:

```
1
2   event: "add_shipping_info",
3   gtm: {uniqueEventId: 7, start: 1702410328447, priorityId: undefined},
4   eventModel: {
5     currency: "USD",
6     value: "14.9200",
7     shipping_tier: "Web Pick Up",
8     items: [
9       {
10        item_id: "i1_0",
11        item_name: "Basic",
12        item_category: "Pizza",
13        location_id: "",
14        price: 11.99,
15        quantity: 1
16      }
17    ]
18  }
19 }
```

```
1 {
2   event: "add_shipping_info",
3   gtm: {uniqueEventId: 7, start: 1702410480292, priorityId: undefined},
4   eventModel: {
5     currency: "USD",
6     value: "44.3300",
7     shipping_tier: "Web Delivery",
8     items: [
9       {
10        item_id: "i45_0",
11        item_name: "3 Cheeser Bread",
12        item_category: "Bread",
13        location_id: "",
14        price: 34.95,
15        quantity: 5
16      }
17    ]
18  }
19 }
```

Frequently Asked Questions (FAQs)

QUESTION 1:

Who is responsible for setting up Google Analytics for a merchant?

ANSWER 1:

The merchant is responsible. Google provides many helpful onboarding guides and the new features above make the implementation to HungerRush easier.

[Google Knowledge Base](#)

QUESTION 2:

If I enable Google Analytics ID in Admin Portal and Google Analytics through my Google Tag Manager ID as well will I be getting duplicate traffic data?

ANSWER 2:

No, you will not get duplicate traffic data if you enable Google Analytics directly on your website and include it through your Google Tag Manager container. Google Tag Manager (GTM) allows you to manage and deploy various tags, including Google Analytics, without modifying the website's code directly.

By having Google Analytics implemented both directly on your website and through GTM, you will not generate duplicate traffic data. The GTM container will only use the existing Google Analytics tracking code on your website to send data to Google Analytics. Therefore, the data collected will be the same regardless of how you implemented Google Analytics.