



# GA Enhanced Ecommerce



**+35K**

DIRECT STORES

**+600M**

PRODUCTS

**+1,8B**

IMAGES

## About Netrivals

Netrivals is a team of 50 professionals helping hundreds of brands and e-commerce businesses around the world to achieve their goals.

Our team of experts, combined with image and feature recognition technology that is capable of finding products both in marketplaces and on direct websites, makes Netrivals the perfect partner for our customers.





# How to implement Google Analytics Enhanced Ecommerce

Google Analytics (universal.js version) has 2 different plugins to retrieve ecommerce data:

- **Ecommerce (ecommerce)**: old one, only transactions, fewer data.
- **Enhanced Ecommerce (ec)**: modern one, transactions, product actions and impressions, more data.

With the first one, e-tailers have the option to send all transaction information to Google. With the second one, e-tailers can send also product impressions and product actions (like add to cart or detail page views) plus more product data. Both plugins cannot work together, so we encourage all e-commerces to use the most modern one to get more data and be able to take more actions.

With the second option, e-tailers can gain in-depth knowledge of how a specific product performs.

In this documentation, we provide further details on how to implement Enhanced Ecommerce to track all Detail actions (when a user views a product detail page) directly via Google Analytics or Google Tag Manager.



# How to implement Google Analytics Enhanced Ecommerce

<https://www.nike.com/t/blazer-mid-77-suede-shoe-HxFGDP/CI1172-004>



## Nike Blazer Mid '77 Suede

**\$100**

The Nike Blazer Mid '77 Vintage Suede harnesses the old-school look of Nike b-ball with a vintage midsole finish, making it look like you've been saving them for years. Its luscious suede, retro Swoosh and padded collar make it a modern staple while the ultra-clean colors add a crisp look that completes any outfit.

- Shown: Light Smoke Grey/White/Black/White
- Style: CI1172-004

***If a user visits this page, how do I send the detail action to Google Analytics?***



## Directly with Google Analytics (analytics.js)

```
ga('create', 'UA-XXXXX-Y'); // Uses your GA Property

ga('require', 'ec'); // It tells to download Enhanced Ecommerce plugin. You cannot use this plugin with
the Ecommerce plugin, which is called with ga('require', 'ecommerce');

ga('set', 'currencyCode', 'USD'); // Optional if you have configured the currency on your GA account

ga('ec:addProduct', { // Put all visualized product data
  'id': 'CI1172-004',
  'name': 'Nike Blazer Mid '77 Suede',
  'category': 'Shoes',
  'brand': 'Nike',
  'price': 100,
  'variant': 'Light Smoke Grey'
});

ga('ec:setAction', 'detail'); //This informs that the user has viewed the product detail page.

ga('send', 'pageview'); //Here you send all the information to Google Analytics
```



## Directly with Google Analytics (gtag.js)

```
gtag('config', 'UA-XXXXX-Y',           // Uses your GA Property
     {'currency': 'USD'}               // Optional if you have configured the currency on your GA account
);

gtag('event', 'view_item', {           //This informs that the user has viewed the product detail page.
  'items': [{                          // Put all visualized product data. Remember this is an array of objects.
    'id': 'CI1172-004',
    'name': 'Nike Blazer Mid '77 Suede',
    'category': 'Shoes',
    'brand': 'Nike',
    'price': 100,
    'variant': 'Light Smoke Grey'
  }]
});                                     // The event is automatically sent once the previous gtag function is called
```



# Using Google Tag Manager (with a dataLayer): Configuration

Configuration	Value	Where
Tag type	Universal Analytics	In Tag Configuration
Track type	Pageview	In Tag Configuration
Enable Enhanced Ecommerce Features	True	In Variable Configuration > More settings > Ecommerce
Use Data Layer	True	In Variable Configuration > More settings > Ecommerce
Trigger	event equals gtm.dom	In Tag Triggering

Tag Configuration

Tag Type

Google Analytics: Universal Analytics  
Google Marketing Platform

Track Type

Page View

Google Analytics Settings ⓘ

{{UA}}

▼ Ecommerce

Enable Enhanced Ecommerce Features ⓘ

Use data layer

Trigger Configuration

Trigger Type

Page View - DOM Ready

This trigger fires on  
All DOM Ready Events



## Using Google Tag Manager (with a dataLayer): Code

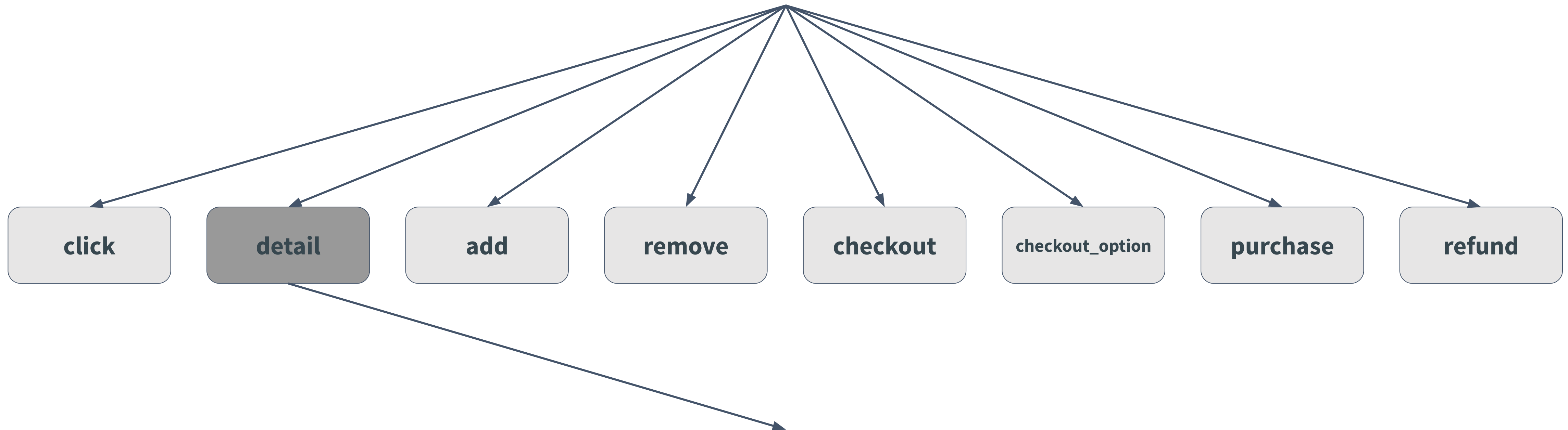
```
dataLayer.push({ ecommerce: null }); // You ensure ecommerce object is empty before send anything
dataLayer.push({
  'ecommerce': {
    'currencyCode': 'EUR', // Optional if you have configured the currency on your GA account
    'detail': { // This informs that the user has viewed the product detail page.
      'products': [{ // Put all visualized product data
        'name': 'Nike Blazer Mid '77 Suede',
        'id': 'CI1172-004',
        'price': 100,
        'brand': 'Nike',
        'category': 'Shoes',
        'variant': 'Light Smoke Grey'
      }]
    }
  }
});
```





# Why the detail action is so important

*What actions can you send to Google Analytics?*



*The detail action is the one used to calculate the product conversion rate:*

$$\text{Product Conversion Rate} = \frac{\# \text{ detail actions}}{\# \text{ uniquePurchases}}$$



## More information



Google Analytics Developers

<https://developers.google.com/analytics/devguides/collection/analyticsjs/enhanced-ecommerce>

<https://developers.google.com/analytics/devguides/collection/gtagjs/enhanced-ecommerce>



Google Tag Manager Developers

<https://developers.google.com/tag-manager/enhanced-ecommerce>