

Google Tag Manager & Analytics

Overview



On the CV ecommerce platform, Google Analytics must be used through Google Tag Manager.

You can use Google Tag Manager with your CV ecommerce store. Google Tag Manager lets you add and edit tracking and marketing tags for your store to manage detailed user event insights. Once set up, data including [Ecommerce](#), can be used to track various user behaviours and events on your site. It can then be used with Google Services for [remarketing](#) and site analytics reporting.

Once the Analytics feature in your store CMS and your Google Tag Manager and Analytics accounts are both active and configured properly, data from shopper and visitor events are automatically pushed to Google Analytics.

Learn more: [Google Tag Manager](#)

Google Analytics

Tag Manager interacts with Google Analytics. This is the Google tool that helps track and analyse how users interact with your website. There are currently two Analytics versions in use.

- Universal Analytics (UA): the older version that will be deprecated on the 1st July 2023. This means it will stop working on that date.
- Google Analytics 4 (GA4) - the newer and only version from the 1st July 2023.

Your CV ecommerce store allows you to select GA4, UA or both.



Which option should I use?

- **UA** - your store is currently using this version. **WARNING** - UA data will stop being processed by Google on the 1st July 2023 so you will need a GA4 migration plan.
- **GA4** - your store has never implemented Tag Manager/Analytics before, or it was using UA but you don't want to use it anymore.
- **UA and GA4** - your store is currently using the UA version AND you also want GA4 properties to be collected and/or used as well. This is part of your UA to GA4 migration plan.

Learn more: [Google Analytics](#)

- [Google Tag Manager with Google Analytics \(v4\)](#) — Events guide for Google Analytics 4 (GA4)
- [Setup GA4 via Google Tag Manager](#) — Quick guide for GA4 setup via Google Tag Manager