

Google Tag Manager with Google Analytics (v4)

Overview

This reference doc

GA4 and Tag Manager



Changes in GA4

Some Ecommerce event and scope structures and parameter names have changed for GA4.



IMPORTANT

Note that not all events in UA and GA4 are translatable. It is important that you review and understand the differences and incompatibilities.

Learn more: [Event Compatibility Reference](#)

Learn more: [Google Tag Manager Setup for GA4](#)

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Every time a tracked interaction occurs on your site, certain types of data relevant to ecommerce are sent. The current out-of-the-box implementation includes data from these events:

- [search](#) (Version 4.40+)
- [add_to_cart](#)
- [remove_from_cart](#)
- [view_cart](#) (Version 4.40+)
- [view_item](#)
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- [add_to_wishlist](#) (Version 4.40+)
- [begin_checkout](#)
- [add_shipping_info](#) (Version 4.40+)
- [add_payment_info](#) (Version 4.40+)
- [purchase](#)



Analytics Options in CMS

When the version GA4 is enabled in the CMS, GA4 data from these events is automatically sent. **Important - 'Enhanced Ecommerce' option is required always for GA4**, but you do not have to configure and add further code for it to work. The 'Remarketing' option only applies to UA.

Before You Begin

1. CMS Analytics feature enabled in CMS

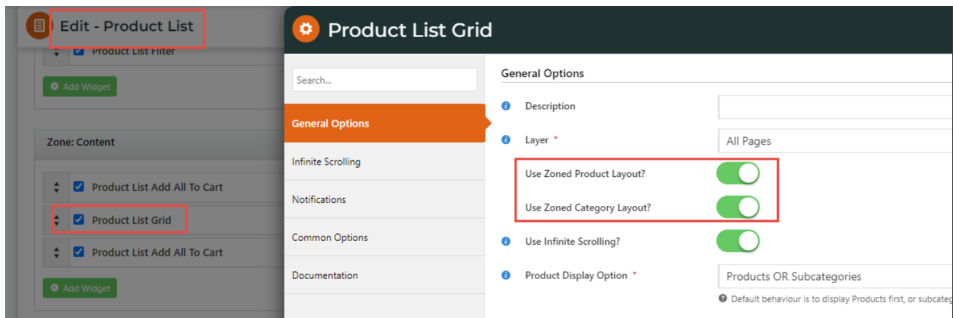
If **Analytics** is not enabled, contact Commerce Vision.

2. Templates/Widgets Setup

To track product clicks (select_item event in GA4) for certain List Types check that templates where users can select a product has these setups:

- ☐ **Product List Grid widget:** zoned layouts are enabled for Products and Categories. Affects List Type: Product List

(Go to [Pages & Templates](#) [Products](#) and check the [Product List Grid widget](#) is using a zoned layout.)



- ☐ **List Type: Items Recently Viewed** works with the [Recently Viewed widget](#) added on a page or template.
- ☐ **List Types: Cross Sell, Upsell** works with the [CrossSell/Upsell widget](#) added on a page or template, e.g., Product Detail page.
- ☐ **List Type: Campaign** works with the [Campaign Slider widget](#) added on a page or template.

Set CMS Analytics to GA4

1. Select GA4 version

1. In the CMS, go to: **Settings Feature Management System Analytics**.
2. With **Analytics** enabled on your site, click **Configure**.
3. In **Analytics Feature Settings**, toggle ON **Enable Analytics**.
4. In **Analytics Version**, select 'GA4'. **TIP** - GA4 should be selected if you are implementing Tag Manager for the first time.
5. In **Google Tag Manager ID**, enter the Tag Manager ID.
6. When the ID was entered in step 5, three options appear.

- ☐ **Digital Remarketing**
- ☐ **Enhanced eCommerce**
- ☐ **Enhanced Rich Snippet**

- a. **Digital Remarketing** - does not apply to GA4
- b. **Enhanced Rich Snippet** - this allows you to add a code snippet that enhances search results visually, e.g., include ratings when a product's page is listed. See: [Enhanced Rich Snippets](#)

7. Tick **Enhanced Ecommerce** so it's on
8. Click **Save**.

Event and Parameter Reference Guide

This section details the data sent for each event.



How we structured the event properties

All data pushed has been matched to [the structure that Google recommends](#) as closely as possible (as per 2024 guidelines), this should mean that no data transformation / restructuring is in the data layer / Google Tag Manager.

search

This event is triggered when the search results render from any of the following widgets

- Product Search With Category Widget
- Product Search Widget
- Product Search With Preview Widget
- Product Favourites page
- Cart

Item parameters below are included out-of-the-box.

Name	items	
Parameter	CV Value	Notes
search_term	Search term	The search term used for search query

view_item

The view_item event triggers when the product details page loads.

Item parameters below are included out-of-the-box.

Name	items	
Parameter	CV Value	Notes
item_name	product description	Product description. One of item_id or item_name is required.
item_id	product code	Product code. One of item_id or item_name is required.
item_category	product category	top level/primary category. You can specify up to 5 categories: <code>item_category: "Apparel", item_category2: "Adult", item_category3: "Shirts", item_category4: "Crew", item_category5: "Short sleeve"</code>
item_list_name	list type	List type of list product was in: <ul style="list-style-type: none">• Product Detail• Product Category• Search Results• Recently Viewed• Campaign• Alternate Products• Related Products• Cart Fast Order Entry• Product Compare• User Favourites• Prior Purchases• Cart Lines *NOTE - Zoned Product Layout must be in use for Ecommerce to work with lists. If set, event-level item_list_name is ignored. If not set, event-level item_list_name is used, if present.

item_brand	brand	Product's brand. NOTE - Currently not standard inclusion from CV ecommerce platform. Must be custom added.
index	numerical value	position of item presented in list (if applicable)
price	Monetary nett price of the product, in the specified currency.	If 'hide pricing' is enabled at Role level, this data is not pushed.
currency	currency of site in 3-letter ISO 4217 for mat	Multiple currencies per event is not supported. Each item should set the same currency. For GA4, currency can be set at both item and event levels. When item level currency has been set, any event-level setting is ignored. Event level structure: event.currency
value	Total item value	The same as price, but shown outside of the items array Event level structure: event.value

view_item_list

The view_item_list event is logged when the user has been presented with a list of items from a certain category or search results, e.g., from a search results, a category list or user's favourites.

Data sent include `items`, to specify each product with their details.

Event Name	view_item_list	
Parameter	Value	Notes
item_list_name	list type	For list type names, see: List Names Ignored if set at the item-level.
Event	items []	An array with each product in the list. Required: yes See: items event and variables/values for product data sent.

select_item

The select_item event signifies an item was selected from a list, i.e., product was clicked. Data is pushed on any click on a product link, e.g., on a search results page or from the user's favourites list. It includes data from the items array with the clicked product as the only product.

Event Name	select_item	
Variable	Value	Notes
item_name	product description	Product description. One of <code>item_id</code> or <code>item_name</code> is required.
item_id	product code	Product code. One of <code>item_id</code> or <code>item_name</code> is required.
item_category	product category	top level/primary category. You can specify up to 5 categories: <pre> item_category: "Apparel", item_category2: "Adult", item_category3: "Shirts", item_category4: "Crew", item_category5: "Short sleeve </pre>

item_list_name	list type	<p>List type of list product was in:</p> <ul style="list-style-type: none"> • Product Detail • Product Category • Search Results • Recently Viewed • Campaign • Alternate Products • Related Products • Cart Fast Order Entry • Product Compare • User Favourites • Prior Purchases • Cart Lines <p>*NOTE - Zoned Product Layout must be in use for Ecommerce to work with lists.</p> <p>If set, event-level item_list_name is ignored. If not set, event-level item_list_name is used, if present.</p>
item_brand	brand	Product's brand. NOTE - Currently not standard inclusion from CV ecommerce platform. Must be custom added.
index	numerical value	position of item presented in list (if applicable)
price	Monetary nett price of the product, in the specified currency.	If 'hide pricing' is enabled at Role level, this data is not pushed.
currency	currency of site in 3-letter ISO 4217 format	<p>Multiple currencies per event is not supported. Each item should set the same currency.</p> <p>For GA4, currency can be set at both item and event levels. When item level currency has been set, any event-level setting is ignored.</p> <p>Event level structure: event.currency</p>
value	Total item value	<p>The same as price, but shown outside of the items array</p> <p>Event level structure: event.value</p>

add_to_wishlist

The add_to_wishlist event signifies an item was added to the favourites

Event Name	select_item	
Variable	Value	Notes
item_list_name	list type	<p>List type product was on when selected. See: List Names</p> <p>* NOTE - Zoned Product Layout must be in use for Enhanced Ecommerce to work with lists.</p>
value	Monetary value of product price x quantity	
items [array]	selected product details	<p>The items array with the selected product. See: Items object for product data values.</p> <p>If multiple products are provided, only the first product will be used.</p>

begin_checkout

The begin_checkout event is triggered when the "Begin Checkout" button is clicked from the cart.

Event Name	begin_checkout	
Variable	Value	Notes
currency	currency of site in 3-letter ISO 4217 format	<p>Multiple currencies per event is not supported. Each item should set the same currency.</p> <p>For GA4, currency can be set at both item and event levels. When item level currency has been set, any event-level setting is ignored.</p>

value	Monetary value of all products	Total cost of products in cart
coupon	Campaign name	If name of any promotion
items	items []	Array contains each product in the cart. <ul style="list-style-type: none"> Standard product data (e.g. name, id, category, brand, price) are included for each product. See: items event for product data values.

purchase

The purchase event is triggered when the cart is checked out

Event Name	purchase	
Variable	Value	Notes
Event	transaction	
transaction_id	sales order number	generated from your system
value	total order value	
tax	total tax value	will depend on whether inc or exc tax has been set
shipping	total shipping value	
currency	currency of site in 3-letter ISO 4217 format	Event level structure: event.currency

add_to_cart

The add_to_cart event is triggered every time a user successfully adds items to cart. This is recommended for businesses with online sales.

These parameters are included.

Event	add_to_cart	
Parameter	Value	Notes
value	value	monetary value of the event* value is typically required for meaningful reporting. If you mark the event as a conversion then it's recommended you set value. * currency is required if you set value.
currency	Currency code of the current event, in 3-letter ISO 4217 format.	If set, item-level currency is ignored. If not set, currency from the first item in items is used. Event level structure: event.currency * If you set value then currency is required for revenue metrics to be computed accurately.
Array	Items []	An array with each product and standard product data (e.g. name, id, category, quantity, brand, price) included. See: items for product data values. Product data can also include the item_list_name parameter to provide information on the list type from which the product was added. *NOTE - Zoned Product Layout must be used in order to collect data from lists. See: List Names .

add_payment_info

The add_payment_info event is triggered every time a user successfully adds payment info during checkout.

These parameters are included.

Event	add_to_cart	
Parameter	Value	Notes
value	value	monetary value of the event* <code>value</code> is typically required for meaningful reporting. If you mark the event as a conversion then it's recommended you set <code>value</code> . * <code>currency</code> is required if you set <code>value</code> .
currency	Currency code of the current event, in 3-letter ISO 4217 format.	If set, item-level <code>currency</code> is ignored. If not set, currency from the first item in <code>items</code> is used. * If you set <code>value</code> then <code>currency</code> is required for revenue metrics to be computed accurately.
payment type	They type of payment	Where the payment originated from: <ul style="list-style-type: none">▪ Account payment▪ Order
step	Number 4	The number of the step from the checkout flow, for this event it's 4
Array	Items []	An array with each product and standard product data (e.g. name, id, category, quantity, brand, price) included. See: items for product data values. Product data can also include the <code>item_list_name</code> parameter to provide information on the list type from which the product was added. *NOTE - Zoned Product Layout must be used in order to collect data from lists. See: List Names .

add_shipping_info

The `add_shipping_info` event is triggered every time a user successfully adds payment info during checkout.

These parameters are included.

Event	add_to_cart	
Parameter	Value	Notes
value	value	monetary value of the event* <code>value</code> is typically required for meaningful reporting. If you mark the event as a conversion then it's recommended you set <code>value</code> . * <code>currency</code> is required if you set <code>value</code> .
currency	Currency code of the current event, in 3-letter ISO 4217 format.	If set, item-level <code>currency</code> is ignored. If not set, currency from the first item in <code>items</code> is used. * If you set <code>value</code> then <code>currency</code> is required for revenue metrics to be computed accurately.
payment type	They type of payment	Where the payment originated from: <ul style="list-style-type: none">• Account payment• Order
step	Number	The number of the step from the checkout flow, for this event it's 1
Array	Items []	An array with each product and standard product data (e.g. name, id, category, quantity, brand, price) included. See: items for product data values. Product data can also include the <code>item_list_name</code> parameter to provide information on the list type from which the product was added. *NOTE - Zoned Product Layout must be used in order to collect data from lists. See: List Names .

remove_from_cart

The `remove_from_cart` event is triggered whenever a product is successfully removed from the shopper's cart.

NOTE - This can be a whole line deletion, or a decrease in quantity. Both actions are sent as 'Remove From Cart' data.

Event	remove_from_cart	
Parameter	Value	Notes
value	value	value of order line (product x quantity)
currency	currency code	currency code for the current account
array	items []	An array containing each product removed with its details (e.g. name, id, category, quantity, brand, price) included. See : items event for product data values.

Enhanced Rich Snippets

You can add rich snippets to include key summary details about a website page when it displays in Google search results. An example might be to show ratings for a product's page on your site.

Learn more: <https://developers.google.com/search/blog/2009/05/introducing-rich-snippets>

Related Resources

- [Google API Address Validation](#)
- [Google Tag Manager with UA & GA4](#)
- [Google Tag Manager & Analytics](#)
- [Google Sign In](#)
- [Google Tag Manager and CV ecommerce](#)