

↳ How to Install Extension

Once you placed the order you will receive link to download extension package in your email box.

You can also download extension package from your MyAccount > My Downloadable Products Section.

Step 1

Extract downloaded extension package in your magento root folder using FTP(File Transfer Protocol) Tools. For verification of root folder you can see some folders inside magento root folder like app,bin,lib,phpserver and vendor etc.

Step 2

Next Need to run some magento commands to install extension in your system , so connect with your server via SSH and go to magento root folder (e.g : cd /var/www/html/magento243) and run below commands one by one.

- php bin/magento setup:upgrade
- php bin/magento setup:static-content:deploy-f
- php bin/magento indexer:reindex
- php bin/magento cache:clean
- php bin/magento cache:flush
- chmod-R 777 var/ pub/ generated/

Step 3

If your all commands run successfully than login to your system Admin Panel and goto Store > Configuration, if you will see new Tab in left side bar with MageCurious Logo it means extension installed successfully.

Hey !! You Installed Extension Successfully Now it's time to Configure Extension.

About the Extension:

The Magecurious GA4 Module is a powerful integration tool for Magento 2 stores, enabling seamless tracking and reporting of customer interactions using Google Analytics 4 (GA4). This extension empowers merchants with advanced analytics capabilities, helping them gain deep insights into customer behavior, measure the effectiveness of their marketing campaigns, and make data-driven decisions to optimize sales and conversions.

With easy configuration and robust functionality, the Magecurious GA4 Module ensures accurate tracking of key events such as product list, product views, add-to-cart actions, view cart actions, remove items from cart actions, checkouts, and purchases. It is designed to comply with modern analytics standards while ensuring compatibility with your Magento 2 store.

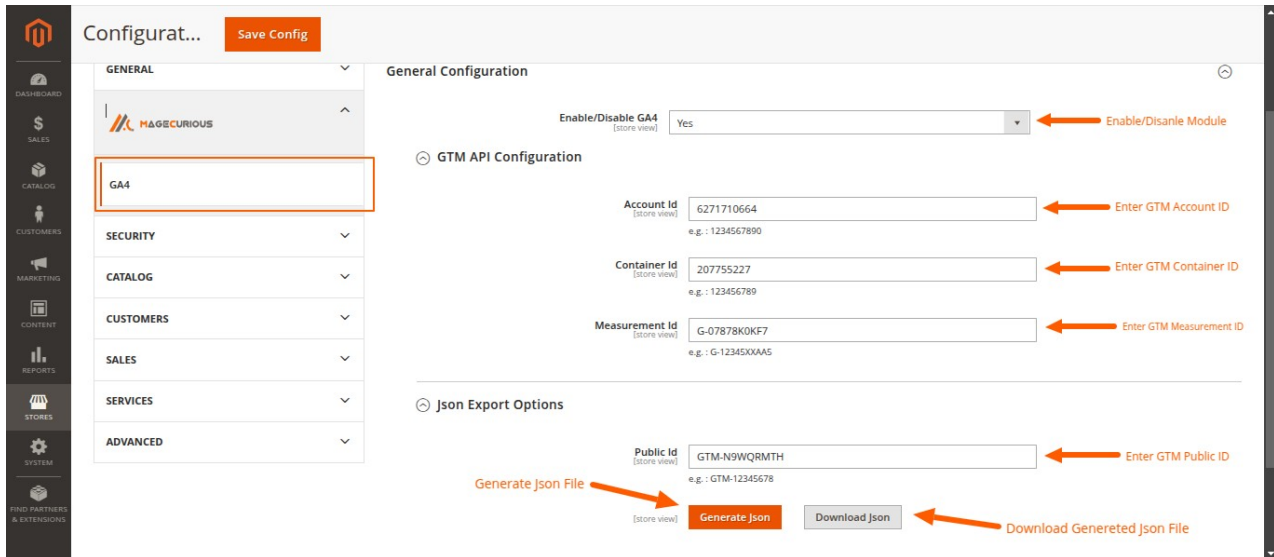
Features of Magento 2 GA4 Extension:

- The admin can easily enable or disable the GA4 tracking module from the Magento admin panel.
- The extension integrates your Magento 2 store with Google Analytics 4, allowing real-time tracking of customer interactions.
- Automatically track key e-commerce events like product lists, product views, add-to-cart actions, view cart actions, remove from cart actions, checkout processes, and purchases.
- Supports data layer configuration for easy integration with Google Tag Manager to manage your tags and triggers.

↳ How to Configure Extension

Step 1 : Configuration

To Configure Extension go to **Stores -> Settings -> Configuration -> Magecurious -> GA4**



Configurat... Save Config

GENERAL

MAGECURIOUS

GA4

SECURITY

CATALOG

CUSTOMERS

SALES

SERVICES

ADVANCED

General Configuration

Enable/Disable GA4 (store view) Yes ← Enable/Disable Module

GTM API Configuration

Account Id (store view) 6271710664 ← Enter GTM Account ID
e.g.: 1234567890

Container Id (store view) 207755227 ← Enter GTM Container ID
e.g.: 123456789

Measurement Id (store view) G-07878K0K7 ← Enter GTM Measurement ID
e.g.: G-12345XXXX

Json Export Options

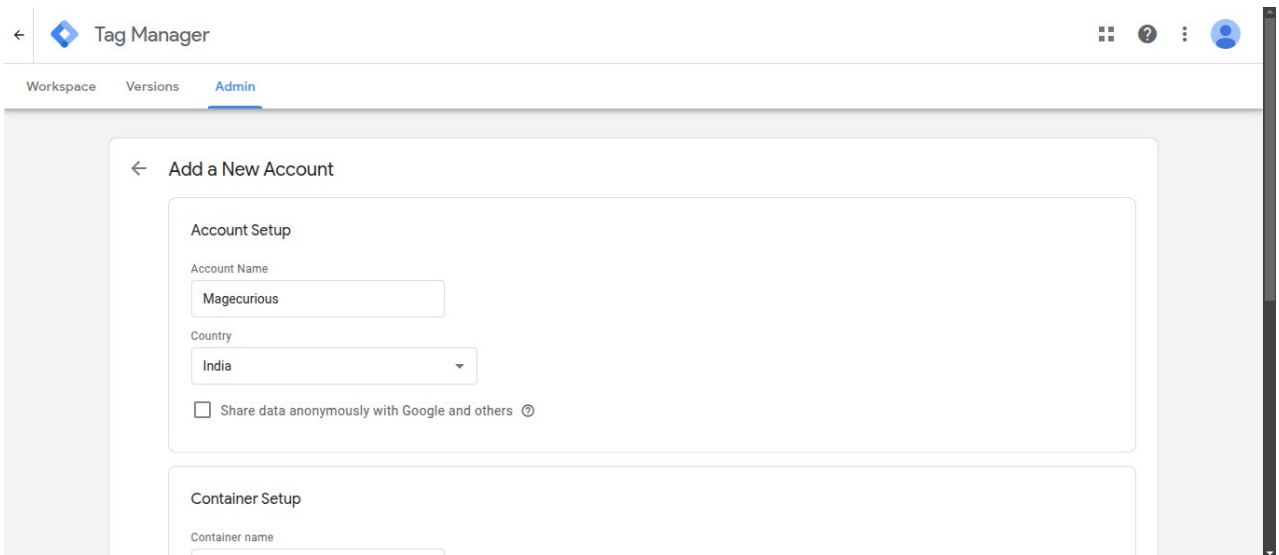
Public Id (store view) GTM-N9WQRMTH ← Enter GTM Public ID
e.g.: GTM-12345678

Generate json File → Generate json Download json ← Download Generated Json File

Enable/Disable: Enable or Disable the GA4 Module.

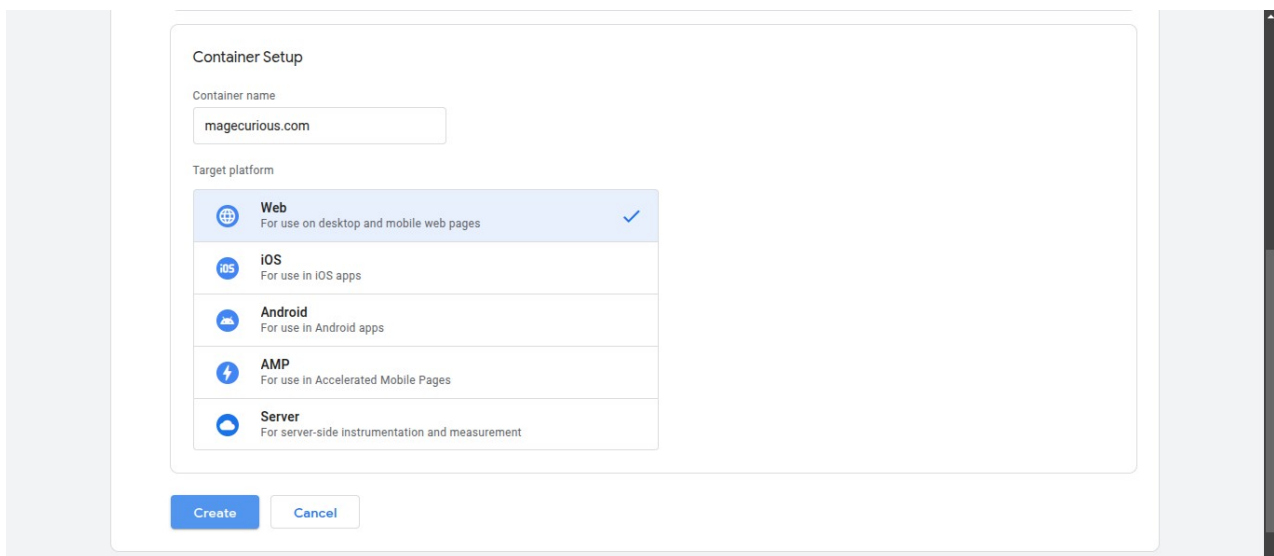
Step 2 : Create Google Tag Manager Account

- Go to the Google Tag Manager website: <https://tagmanager.google.com/>
- Sign in using your Google account credentials.
- Click on **Create Account** :
 - **Account Name:** Enter your business or website name.
 - **Country:** Select your country from the dropdown.
 - Check the box for data sharing settings (optional).



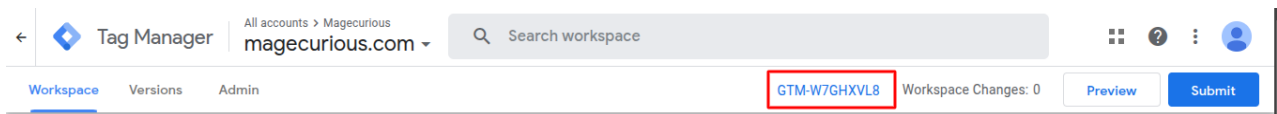
- **Set Up a Container :**

- In the same setup process, provide a **Container Name** (usually your website's domain, e.g., magecurious . com).
- Choose the **Target Platform**
 - **For websites, select Web.**
 - **For apps, select iOS or Android.**
- Click **Create** and agree to the GTM Terms of Service.



Step 3 : Retrieve Account ID, Container ID And Public ID

- Once the container is created, you'll be redirected to the GTM dashboard.
- Look at the **Public ID** in the top-right corner of the dashboard (e.g., GTM-XXXXXXX).

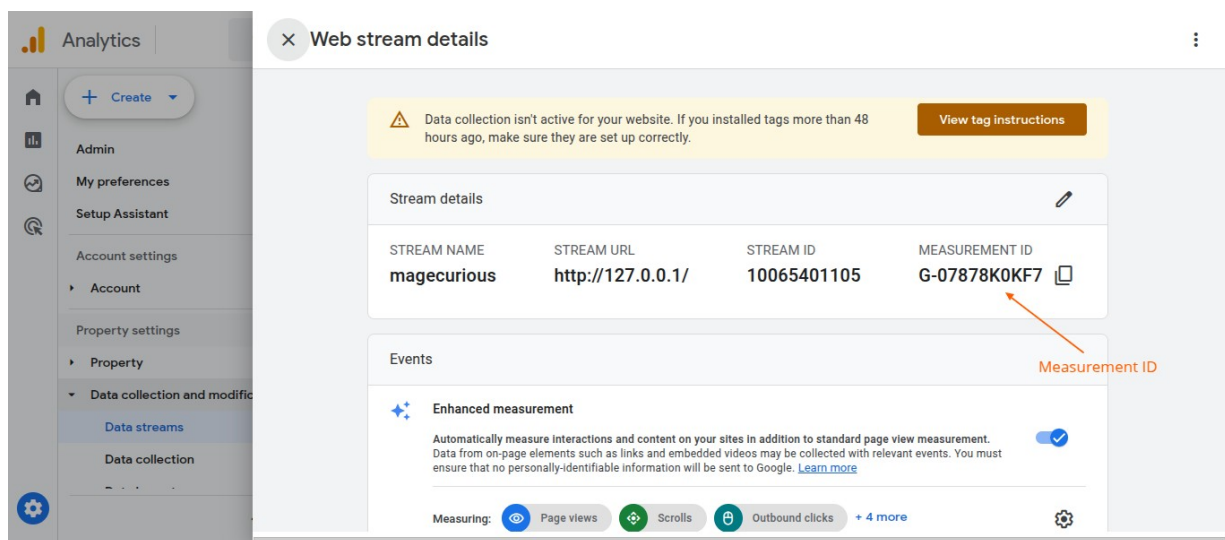


- The **Account ID** is the unique numeric identifier associated with your Google Tag Manager (GTM) account. It represents your GTM account and is required for linking your Magento 2 store to GTM. This ID is typically a numeric value, such as 1234567890, and can be found in your GTM **Account Settings**.
- The **Container ID** is a unique identifier for your specific GTM container. It is used to link the container configurations, including tags, triggers, and variables, to your website. The Container ID follows the format GTM-XXXXXXX (e.g., GTM-ABCDE12).



Step 3 : Retrieve Measurement ID

- Go to Google Analytics: <https://analytics.google.com/>.
- In your GA4 property, navigate to **Admin > Data Streams**.
- Select your **Web Data Stream**.

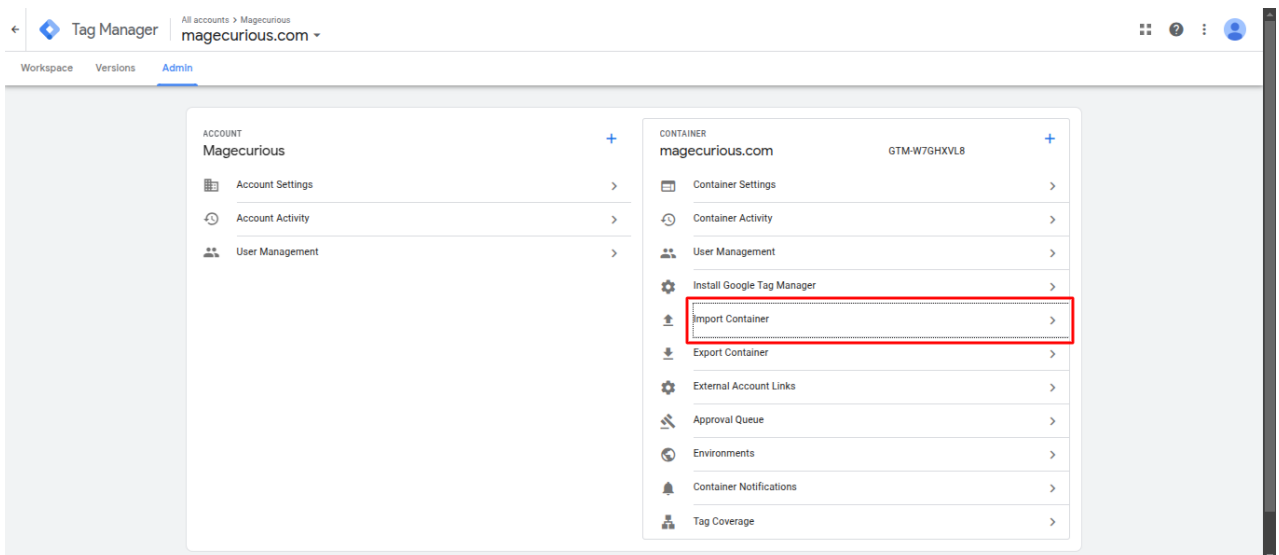


Step 4 : Generate & Download Json File

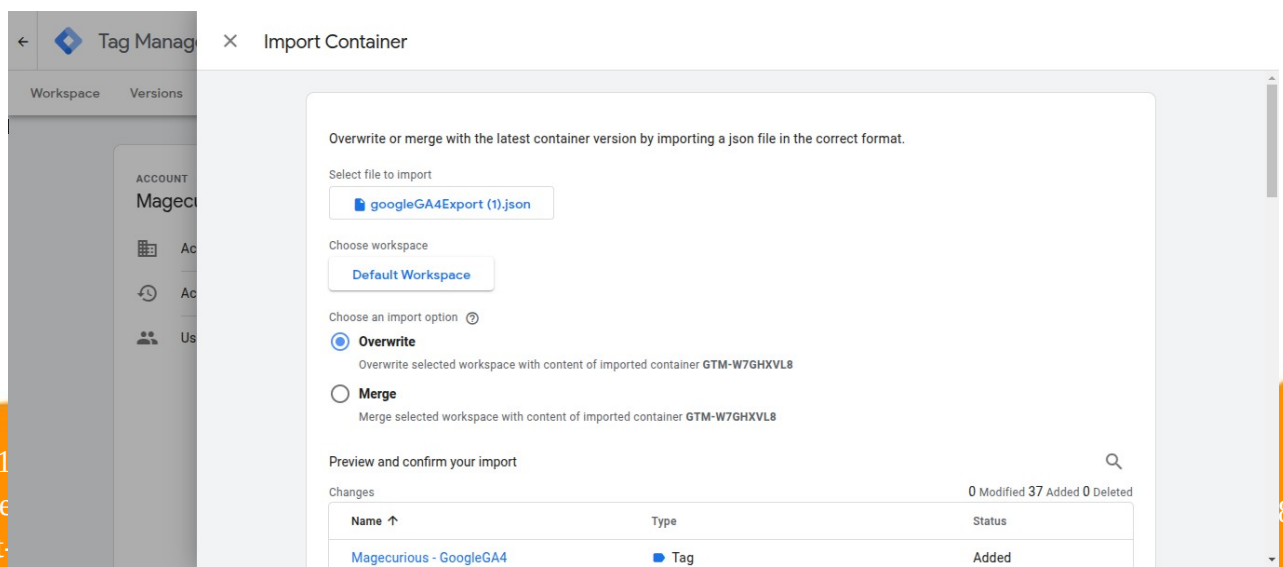
- Go to the **JSON Export Options** section, enter the **Public ID** (e.g., GTM-12345678) in the field provided, and click the **Generate JSON** button to create all necessary tags, variables, and triggers. Once the JSON is successfully generated, click the **Download JSON** button to download the file for use in your Google Tag Manager container.

Step 5 : Import Json File From Container

- **Navigate to the Admin Section:**
 - In the GTM dashboard, click on the Admin tab in the left-hand menu.
- **Click on Import Container:**
 - Under the **Container** section, select the **Import Container** option.

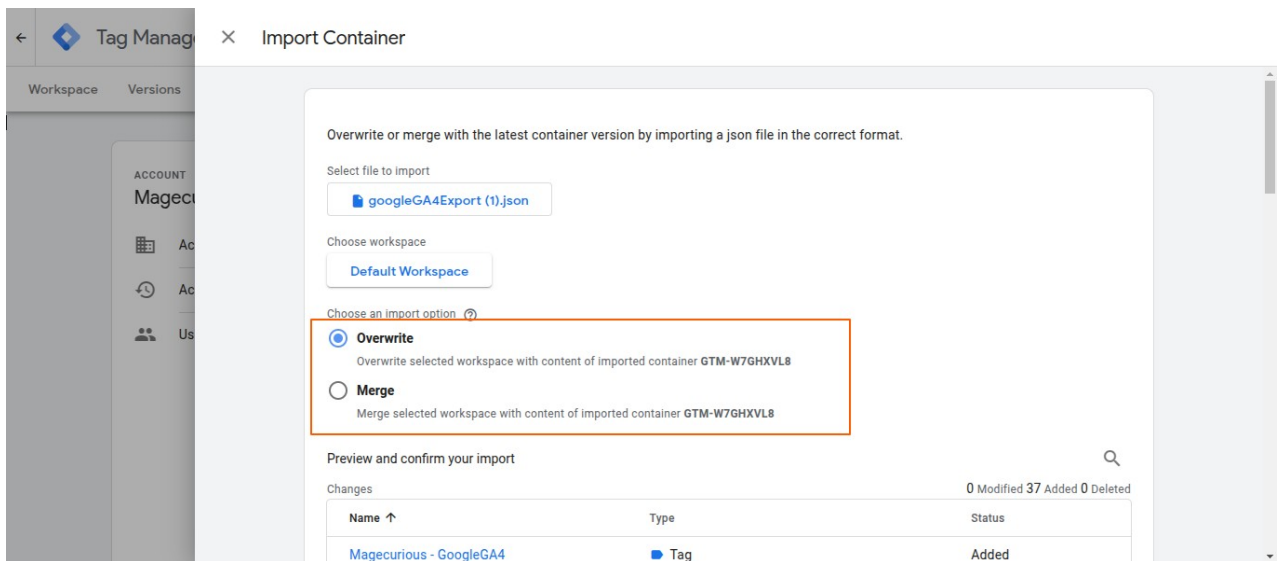


- **Choose the JSON File:**
 - Click on the Choose Container File button and upload the JSON file you downloaded from the Magento 2 GA4 extension.



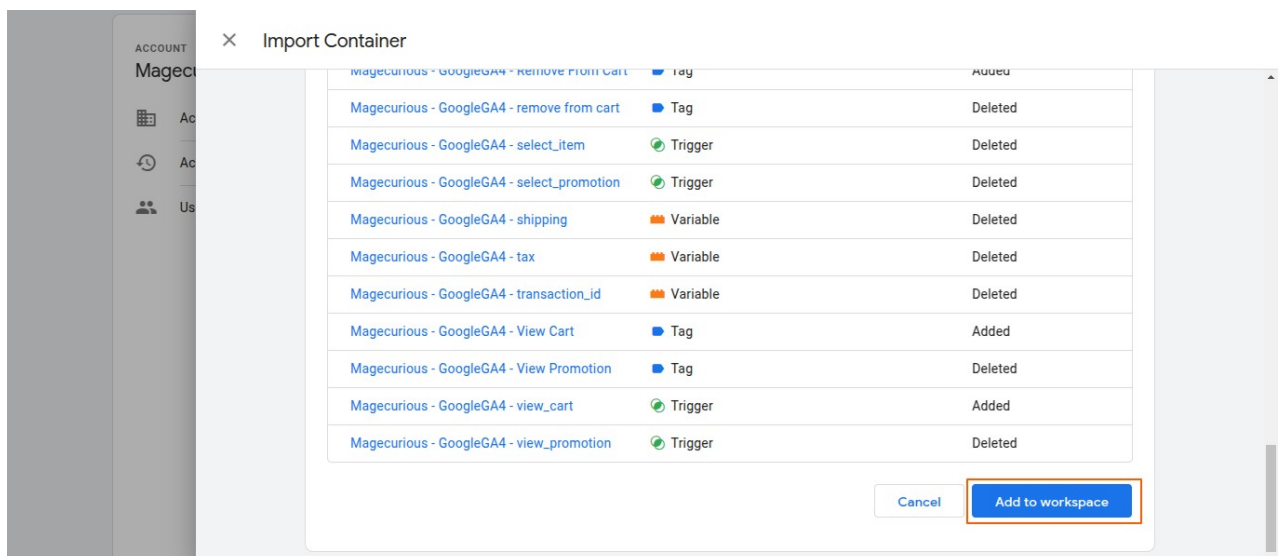
- **Select Workspace:**

- **Overwrite:** Replace the current container configuration with the imported one.
- **Merge:** Combine the imported tags, triggers, and variables with the existing container setup.



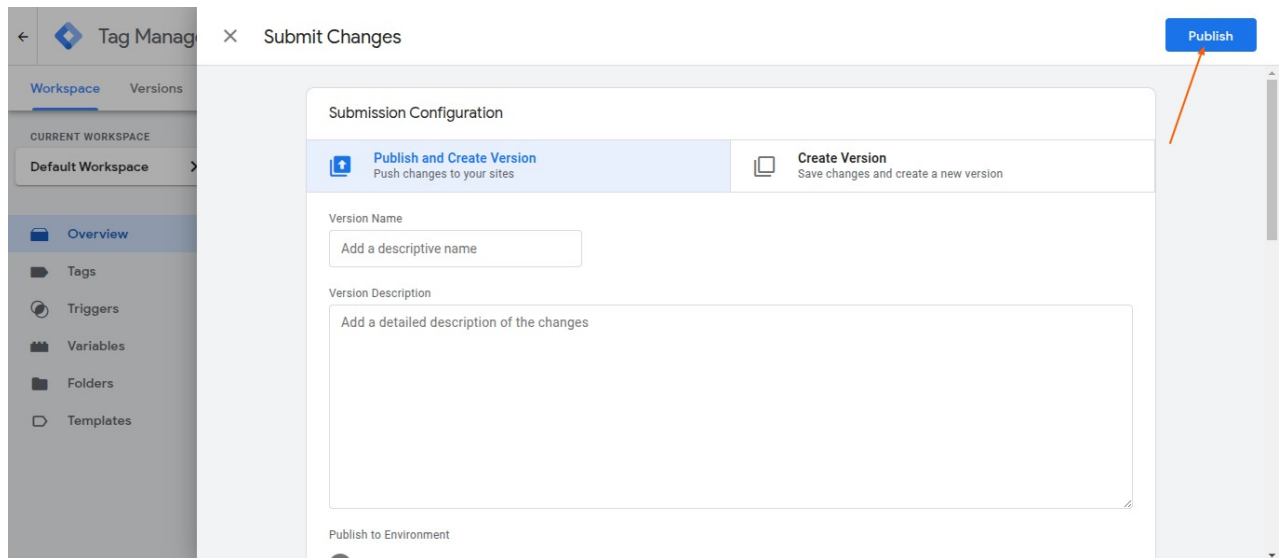
- **Confirm and Import:**

- Click **Add to workspace** to complete the import process.



- **Publish Changes:**

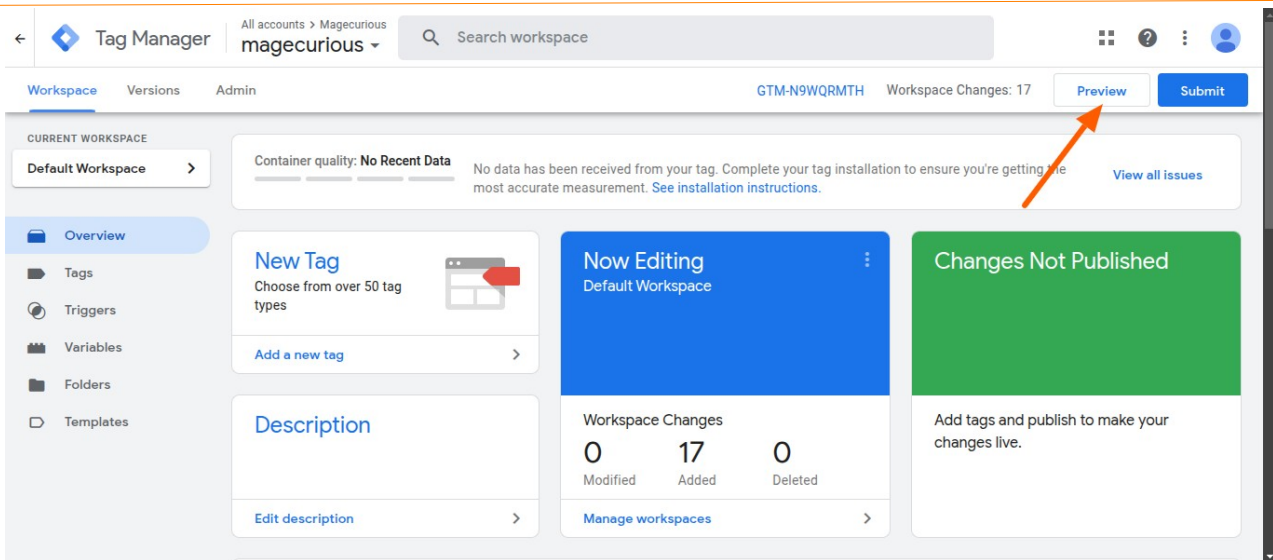
- After importing, go back to your GTM workspace and click on **Submit** to publish the changes.



Step 6 : Steps to Preview and Debug GTM Tags

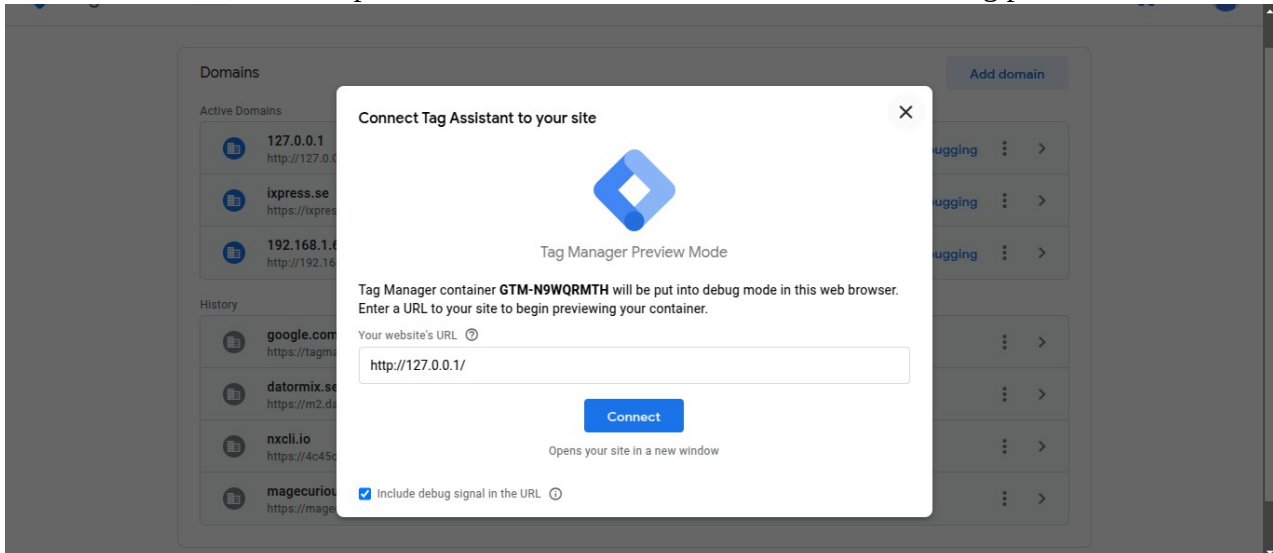
- **Enter Preview Mode:**

- Click the **Preview button** located in the top-right corner of the workspace. This opens the GTM preview mode in a new tab.



- **Connect Your Website:**

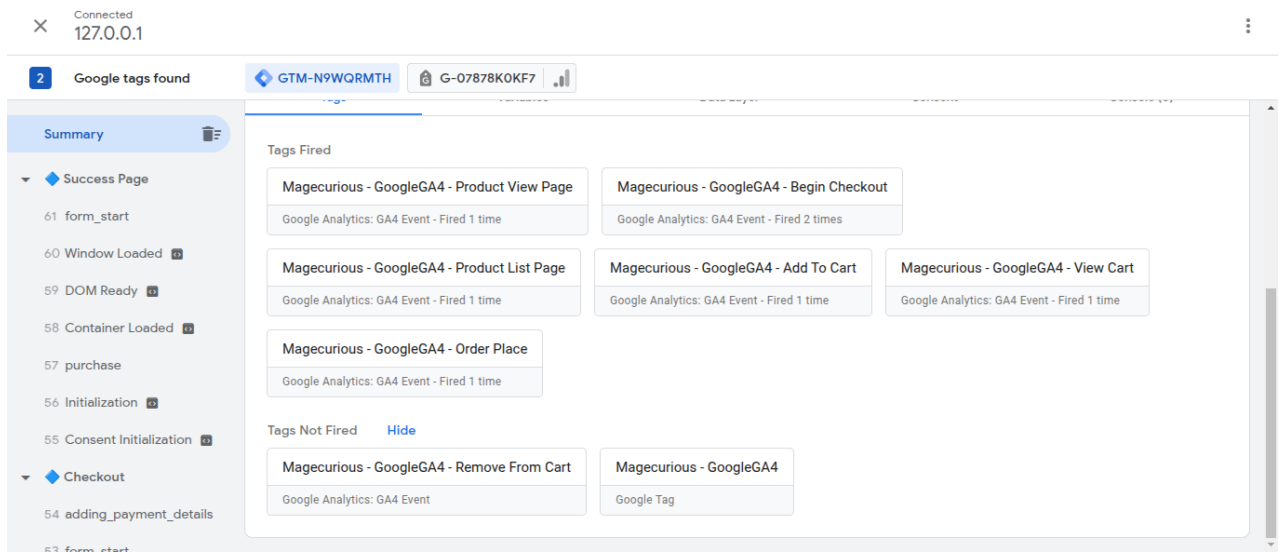
- Enter the URL of the webpage you want to test (e.g., your Magento store homepage).
- Click **Start** to open the connected site in a new tab with the debug panel active.



- **Verify Tag Firing:**

- The debug panel at the bottom of your screen displays the tags that have fired or failed to fire as you interact with your website.

- You can view details about each tag, including:
 - Trigger conditions.
 - Variables used in the tag.
 - Data Layer events.



The screenshot displays the Google Tag Manager interface. At the top, it shows 'Connected 127.0.0.1'. Below this, there are tabs for 'Google tags found' (with a count of 2), 'GTM-N9WQRMTH', and 'G-07878K0KF7'. The main content area is divided into 'Tags Fired' and 'Tags Not Fired' sections. The 'Tags Fired' section lists several tags with their respective Google Analytics event details:

Tag Name	Google Analytics Event	Fired Count
Magecurious - GoogleGA4 - Product View Page	Google Analytics: GA4 Event	1 time
Magecurious - GoogleGA4 - Begin Checkout	Google Analytics: GA4 Event	2 times
Magecurious - GoogleGA4 - Product List Page	Google Analytics: GA4 Event	1 time
Magecurious - GoogleGA4 - Add To Cart	Google Analytics: GA4 Event	1 time
Magecurious - GoogleGA4 - View Cart	Google Analytics: GA4 Event	1 time
Magecurious - GoogleGA4 - Order Place	Google Analytics: GA4 Event	1 time

The 'Tags Not Fired' section lists two tags:

Tag Name	Google Analytics Event
Magecurious - GoogleGA4 - Remove From Cart	Google Analytics: GA4 Event
Magecurious - GoogleGA4	Google Tag

On the left side, there is a 'Summary' sidebar with a list of events: Success Page (61 form_start, 60 Window Loaded, 59 DOM Reedy, 58 Container Loaded, 57 purchase, 56 Initialization, 55 Consent Initialization), and Checkout (54 adding_payment_details, 53 form_start).

Still Have any Doubt's ?



No Worries Just Contact Us Using Our Email / Phone

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Email : support@magecurious.com

Thank You !!!