



# GA Standard Ecommerce Blueprint + Tracking Recipe For Google Tag Manager

Created by



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## Before we start

- This GTM recipe is related to this guide: [Ecommerce Tracking with Google Tag Manager](#). If some of this recipe's parts are unclear, go ahead and revisit the blog post.
- This recipe still requires developer's input. It is explained in the chapter 4 of this blueprint.
- This GTM recipe passes Ecommerce data to GA + prevents duplicates.

# #1 Download The Container template

- [Click this link to download](#)
- Then do the right-click
- Click "Save as..." and choose where do you want to save the file on your computer.

# #2 Import The GTM Container

Once you [download the GTM container](#) template file, you need to import it to you actual Google Tag Manager container (that you use in your online store).

Go to your GTM container > Admin > Import:

- Choose the container file
- Choose the workspace (you can use the existing one)

- Choose “Merge”

### Import Container

Overwrite or merge with the latest container version by importing a json file in the correc

Select file to import



Choose workspace



Choose an import option 

- Overwrite**  
Overwrite selected workspace with content of imported container **GTM-NHBG2SP**
- Merge**   
Merge selected workspace with content of imported container **GTM-NHBG2SP**
-   Overwrite conflicting tags, triggers and variables.
- Rename conflicting tags, triggers, and variables.



### Important!

If you choose to “Overwrite” instead of “Merge”, all of your current items in the container will be wiped out. That’s why it is highly recommended to use the “Merge” option.

# #3 Modifications In the GTM container

After you have imported the recipe, 7 new items will appear in the container:

- **Tag** – *GA Transaction*
- **Trigger** – *Custom – transaction*

- **Variables needed for the duplicate transaction prevention:**
  - **Variable** – *cjs - custom task - prevent duplicate transactions*
  - **Variable** – *cjs - transactionId already processed*
  - **Variable** – *dlv – transactionId*
- **Variable** – A variable with a very long name “REPLACE THIS VARIABLE WITH YOUR OWN GA SETTINGS VARIABLE”

The last item (variable) is just a placeholder and should be removed after the configuration is complete.

This recipe presumes that you are already using the [GA Settings Variable](#) in your container.

Open the newly created (imported) **GA Transaction** tag and in the *Google Analytics Settings* dropdown field, choose your actual GA Settings Variable that you’re using in all other Universal Analytics tags.

After you set the proper variable, save the **GA Transaction** tag. From this point, you are free to delete that placeholder variable called “REPLACE THIS VARIABLE WITH YOUR OWN GA SETTINGS VARIABLE”.

GA Transaction 

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Tag Configuration

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Tag Type


Google Analytics: Universal Analytics  
Google Marketing Platform

**Replace this variable with your own GA Settings Variable**

Track Type

Transaction 

Google Analytics Settings 

**{{REPLACE THIS VARIABLE WITH YOUR OWN GA SETTINGS VARIABLE}}** 

Enable overriding settings in this tag 

# #4 Ask a developer To send transaction Data to the Data Layer

You need to ask a developer to activate the `dataLayer.push()` every time a visitor/user makes a purchase. That code must contain the actual transaction information, such as order id, purchased products, etc.

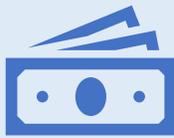
For your convenience, I have prepared several code examples, you need to choose one of them:

- **Maximum - Tracks all the possible things** GA Standard Ecommerce supports ([link to the code example](#)), like:
  - Order information (total, id, etc.)
  - Affiliation
  - Taxes
  - Products
- **Minimum – This will require the minimum amount of developer’s time** but also will give you the minimum of data ([link to the code example](#)). The only data that is tracked:
  - Transaction ID
  - Transaction Total
- **My personal (usual) option** – Tracks the majority of the transaction data (like products, taxes total) but excludes one data point ([link to the code example](#)). Data point that is EXCLUDED:
  - transactionAffiliation



## Important!

A developer must replace the values in the `dataLayer.push` based on the actual transaction information. If a transaction was made for \$4.98, then a developer must update the `transactionId` key with “4.98”



## Multiple currencies in the same store

If users can pay using different currencies on your store, you need to additionally implement the multi-currency functionality. [Read this guide to learn more](#)

To make things with the code simpler for you, here is a sample email text that you could send to a developer (asking him/her to implement the `dataLayer.push()` code).



Hey *[insert developer's name]*,

*I'm currently working on Ecommerce tracking of our online store. In order to start measuring the success of our marketing campaigns with Google Analytics, I need you to implement the following thing.*

*Activate this code [\[paste a link to one of the code examples I've shared above\]](#) only when a successful purchase is complete.*

*The code I'm sharing contains some comments (what each parameter/key means). Please replace the values of those parameters (e.g. `transactionId`) with actual information of the purchase and **do not** change the data structure of that code. Also, do not rename the names of the keys (e.g. "`transactionId`" must be named exactly like that.*

*Thanks, and please let me know when you implement this thing.*

Best

*[Your name]*

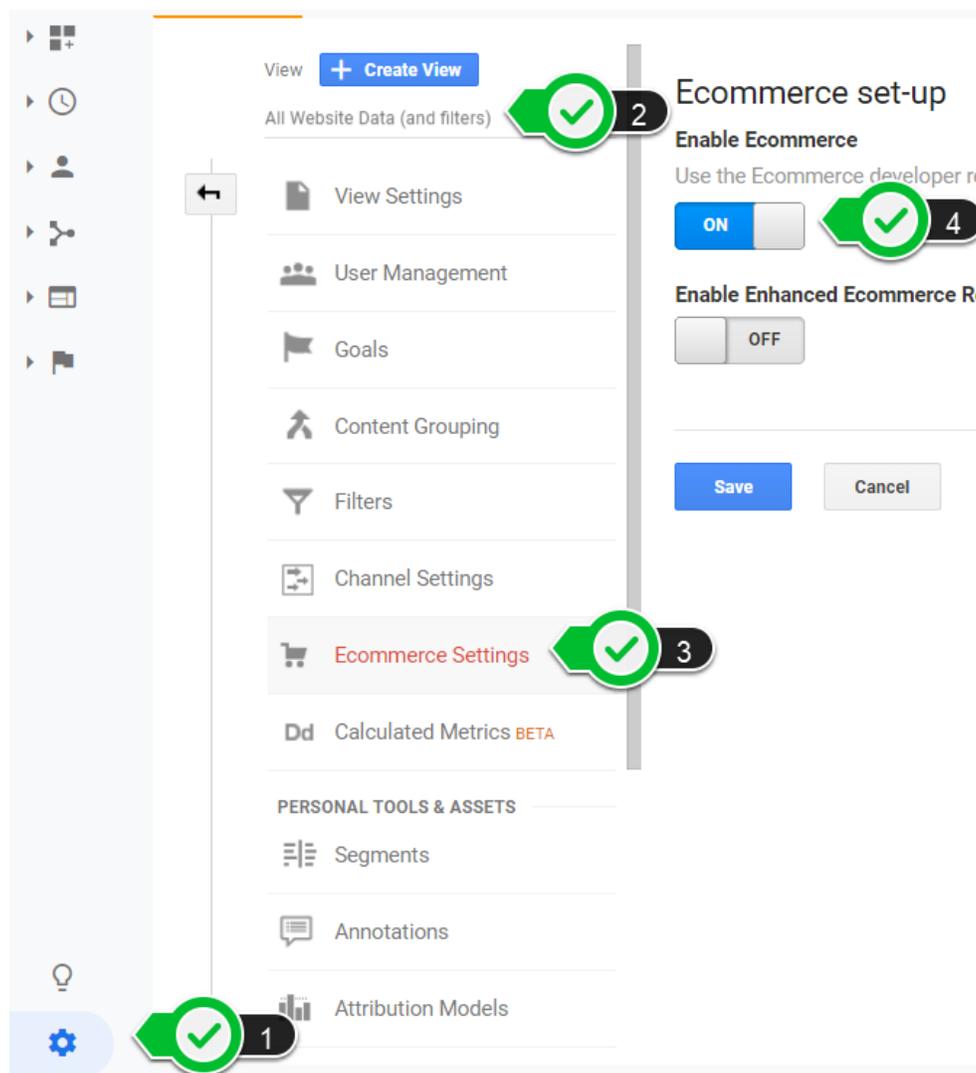


## Important!

Make sure to emphasize to a developer that the value of the "event" key in that `dataLayer.push()` code example must remain "transaction", otherwise this GTM recipe will not work.

# #5 Enable Ecommerce features In Google Analytics

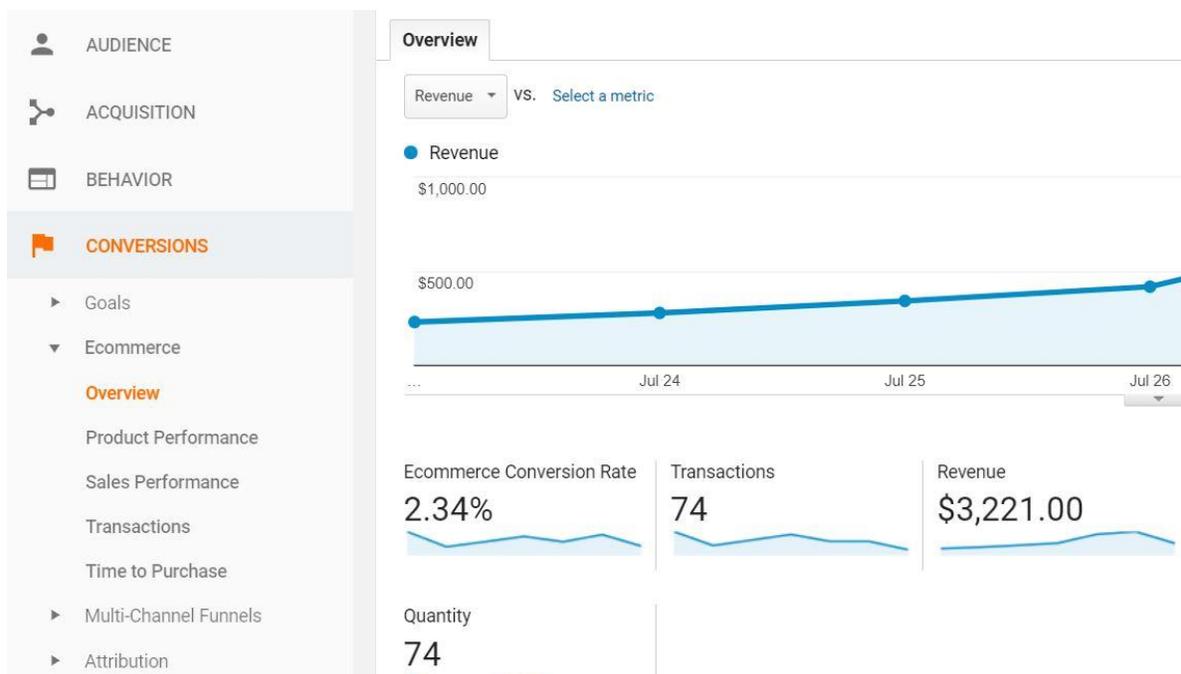
This is the last and final step you need to do before testing the entire implementation. Go to your Google Analytics Admin > Choose the view where you want to enable GA Ecommerce Reports > Ecommerce Settings > Enable Ecommerce.



# #6 Time To Test

When a developer notifies you that he/she made the required changes, it's time to test everything together.

- First of all, enable the GTM Preview and debug mode, make a purchase and this is what you should see:
  - “transaction” event visible in the Preview and Debug mode.
  - Your *GA Transaction* tag must fire on “transaction” event
- You cannot view ecommerce transactions in GA real-time reports. That's why you need to wait for a while (might be from 15 minutes to 24 hours) and then go to Conversions > Ecommerce > Overview



You can also check individual transactions (and transaction IDs) in the Conversions > Ecommerce > Transactions report.



## Remember!

Duplicate transaction prevention is in place. Therefore, only one transaction will be tracked for each *transactionId*. If you want to test the tracking multiple times, make sure that *transactionId* is unique every time.



## Related resource

- [Ecommerce Tracking with Google Tag Manager](#)
- [Custom Event Trigger in Google Tag Manager](#)
- [Google Tag Manager Course for Beginners](#) (Standard Ecommerce is also explained in this course)
- [Official GTM's documentation](#)

This blueprint and GTM recipe were delivered to you by



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