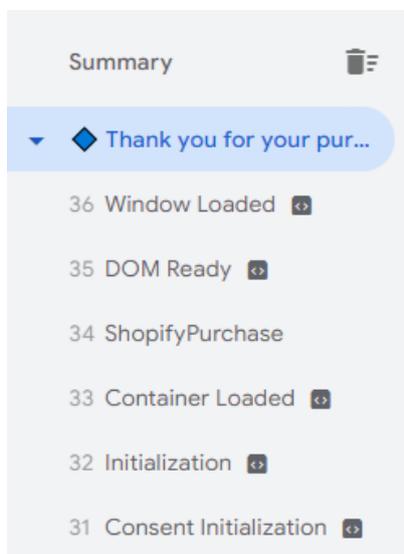


The Google Tag Manager method

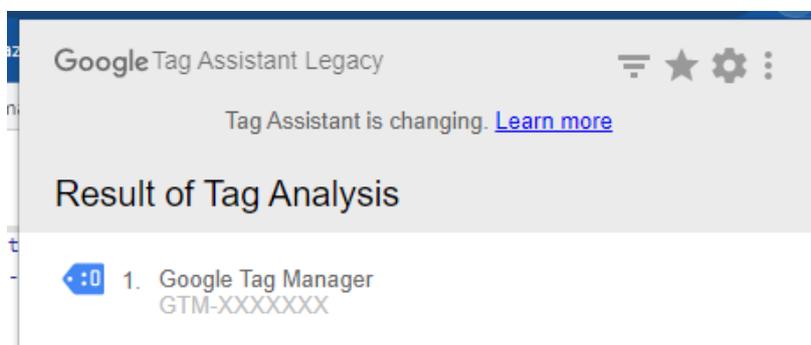
The first thing to check is that Google Tag Manager is being output on your Order Complete page. This will be the case for the majority of Shopify Plus websites, but not for the Shopify Basic and Standard tiers. This will also depend on how your GTM container code is being output: via being coded in the theme.liquid, output via the Universal Analytics additional scripts field, via a third-party app, or a different method.

To nip any confusion or lengthy detective work in the bud, you can put through a test purchase on the site, giving you a 'genuine' view of the output upon purchase. The presence of GTM can be confirmed by:

Performing the purchase process with GTM preview mode enabled – does it properly detect the page load sequence upon Order Complete?



Using the Tag Assistant Legacy plug-in for Chrome, making sure to enable it **before** completing the order to ensure it will be properly reporting on the order complete page.



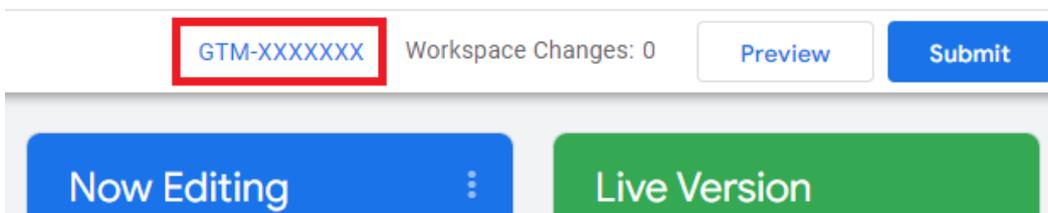
By searching for your GTM ID in the Elements tab of the Developer Console whilst viewing the Order Complete page

```

... <div class="section" data-order-update-options=["arrive"]>...</div> == $0
  <div class="thank-you_additional-content">
    <!-- Google Tag Manager -->
    <script>
      (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
      new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
      j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
      'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
      })(window,document,'script','dataLayer','GTM-XXXXXXX');
    </script>
    <!-- End Google Tag Manager -->
  </div>

```

If the container script isn't being output, you can simply install the GTM container snippet, which can be found by here within your Google Tag Manager container interface:



Then copy the first snippet to the clipboard:

Install Google Tag Manager ✕

Copy the code below and paste it on to every page of your website.

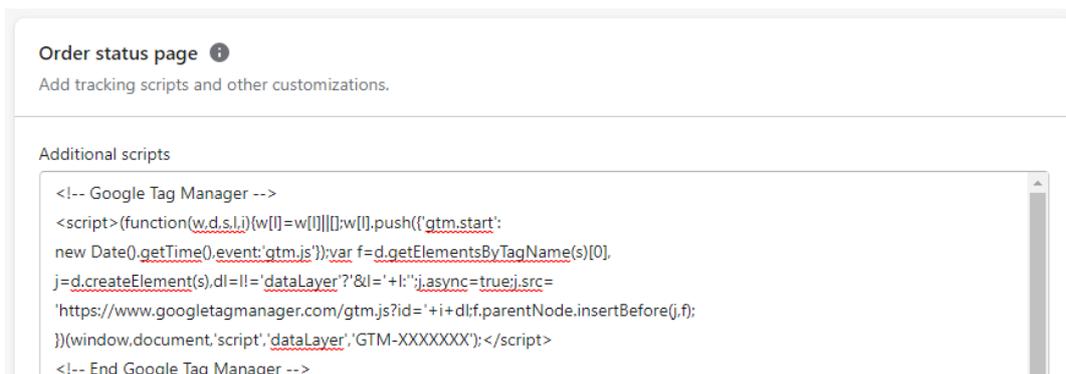
Paste this code as high in the **<head>** of the page as possible:

```

<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXXXXX');</script>
<!-- End Google Tag Manager -->

```

And then paste this into the **Settings -> Checkout -> Order status page -> Additional scripts** box within the Shopify back-end:



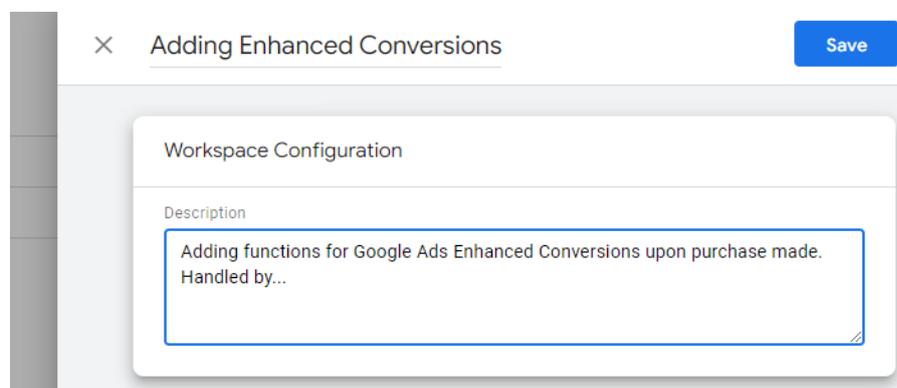
Regardless of whether it was already there or whether you have just placed the GTM script, you'll want to place some additional script in here **after** the GTM script. This extra code will convert Checkout Object variables into Data Layer variables that can be then turned into GTM variables. What's more, a prefix and suffix have been added to ensure it only fires upon the purchase action and not on subsequent views of the order complete page, ensuring the accuracy of your conversion count:

```
})(window.document,'script','dataLayer','GTM-XXXXXXX');</script>
<!-- End Google Tag Manager -->

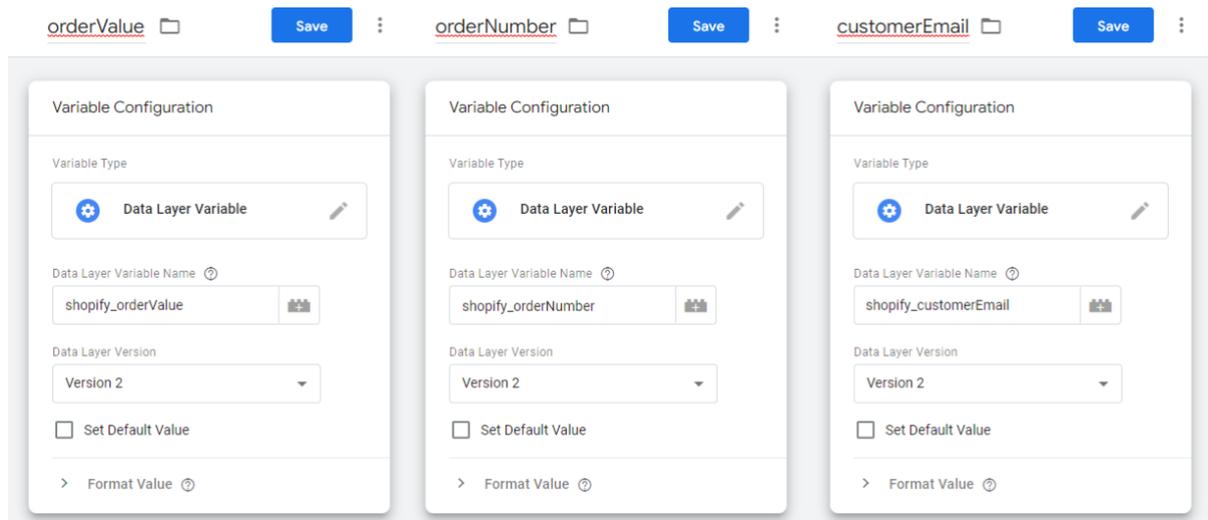
{% if first_time_accessed %}
<!-- Ads Conversion Tracking -->
<script>
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'ShopifyPurchase',
  'shopify_orderValue': '{{ checkout.total_price | money_without_currency }}',
  'shopify_orderNumber': '{{ checkout.order_number }}',
  'shopify_customerEmail': '{{ checkout.customer.email }}'
});
</script>
{% endif %}
```

You may also see here that I have added some additional, non-enhanced conversion-related variables that will still be useful for me to track in conjunction with my Google Ads conversion tag, such as the order revenue for conversion value and order number for an added layer of protection against duplication.

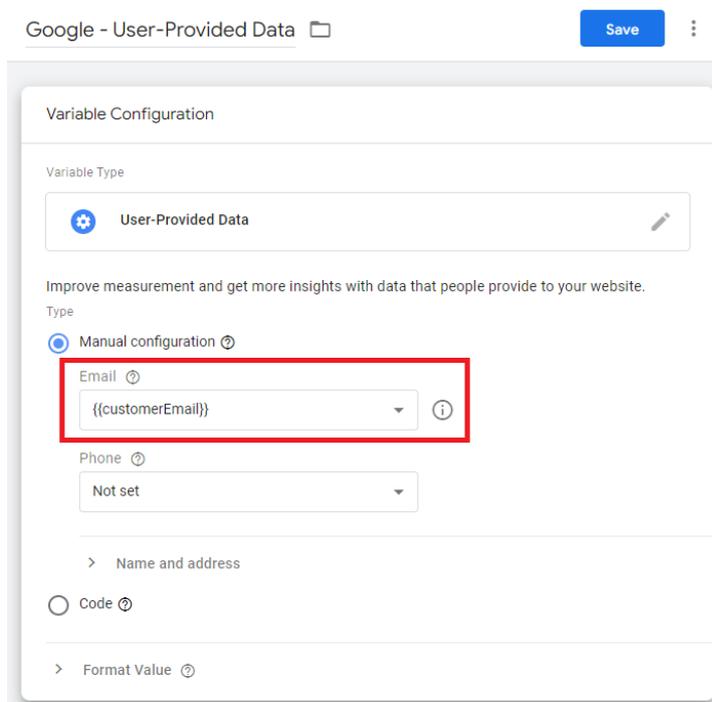
Once placed and saved, you then have to continue to hookup with GTM itself. Create a new workspace (especially important if there's more than one person likely to be making updates within your GTM container).



And then create the following GTM variables within the Variables section:



Then, you need to create a User-Provided Data variable. This recently added variable type is used specifically for Google Enhanced Conversions use:



Once completed, create a new trigger to ensure that your Google Ads Conversion Tag is firing at the same time that the Data Layer variables are present:

Event - ShopifyPurchase Save

Trigger Configuration

Trigger Type

Custom Event

Event name

ShopifyPurchase Use regex matching

This trigger fires on

All Custom Events Some Custom Events

And then finally, edit your existing Google Ads Conversion for purchases (or create a new one if this currently does not exist) to reference the new User-Provided Data variable:

Google Ads - Conversion - Purchase Save

Google Ads Conversion Tracking
Google Ads

Conversion Linker tag found in container.

Conversion ID

Conversion Label

Conversion Value

Transaction ID

Currency Code

Provide product-level sales data

Provide new customer data

Include user-provided data from your website

Google will only use the data that you shared to provide you services, including technical support. Google won't share your data with other advertisers.

Provide delivery data

Here's where you'll also apply the other variables we've made for Conversion Value and Transaction ID if they are not already set.

Whilst this *should* work right off the bat upon publishing, it's recommended that you preview and test this before it hits the live site, just in case there are any unforeseen issues that may occur. Simply go into preview mode and perform a test purchase, making sure to properly check the contents of the Google Ads Conversion Tag upon the ShopifyPurchase event in the timeline:

34 ShopifyPurchase >

Google Ads - Conversion - Purchase  Fired

Tag Details

Display Variables as Names Values

Properties

Name	Value
Type	Google Ads Conversion Tracking
Firing Status	Succeeded
Transaction ID	null
Provide product-level sales data	false
cssProvidedEnhancedConversionValue	{email: "test@launchonline.co.uk", _tag_mode: "MANUAL"}
Provide shipping data	false

[Show More](#)

Firing Triggers

 Event - ShopifyPurchase

Filters
 ShopifyPurchase equals ShopifyPurchase

Blocking Triggers

No blocking triggers

Once all is tested, confirmed and ready to deploy, simply hit the Publish button in the GTM interface, making sure to leave notes explaining the changes made for reference. Not only does this help any other members of your team or any third parties identify what has been done, but if your short-term memory is anything like mine, it will provide a handy reminder for yourself as well.