Google Analytics Integration (without GTM)

The `analytics.js` library is a JavaScript library that helps the vendor measure how users interact with their website. This guide explains how to add `analytics.js` to your website.

If you don’t have experience with code, you might want to seek assistance from a developer for the following steps.

Step 1: Add the Google Analytics code to the 2Checkout template

Integrate the code below (also called JavaScript tracking snippet) into your website's templates to enable `analytics.js`. The code snippet contains the data layer and must be added to the template file in the JavaScript code section. Depending on you having a custom domain or not, the appropriate code must be added.

Add the JavaScript tracking snippet code near the top of the `<head>` tag and before any other script or CSS tags. Also, the 'UA-123156882-1' highlighted string below needs to be replaced with your Google Analytics property ID (or tracking ID).

If you don’t know the Google Analytics property ID, you can find it [here](https://knowledgecenter.2checkout.com/Documentation/19Reporting/Google_Analytics_Integration_(without_GTM)).

The JavaScript tracking snippet code can be pasted after the existing code, as shown in the image of the JavaScript code section of the Control Panel template files below.
1.1 IMPLEMENTATION WITH A CUSTOM DOMAIN

If you have a custom domain, the below JavaScript tracking code will be added in the JavaScript code section of the cPanel template files:

```javascript
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
}(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

if (omniture_vars.BILLING_CURRENCY) {ga('set', 'currencyCode', omniture_vars.BILLING_CURRENCY)};
if (omniture_vars.PAGE_NAME == "product"){
for (var i=0;i<omniture_vars.CART_PRODUCTS.length;i++)
{
   ga('ec:addProduct', 
   'id': omniture_vars.CART_PRODUCTS[i].ProductCode,
   'name': omniture_vars.CART_PRODUCTS[i].ProductName,
   'category': omniture_vars.CART_PRODUCTS[i].ProductCategory,
   'brand': omniture_vars.CART_PRODUCTS[i].ProductGroup
   });
}

ga('ec:setAction', 'detail');
}
else if (omniture_vars.PAGE_NAME == "cart")
{
for (var i=0;i<omniture_vars.PRODUCT_ADDED_DETAILS.length;i++)
{
   ga('ec:addProduct', 
   'id': omniture_vars.PRODUCT_ADDED_DETAILS[i].ProductCode,
   'name': omniture_vars.PRODUCT_ADDED_DETAILS[i].ProductName,
   'category': omniture_vars.PRODUCT_ADDED_DETAILS[i].ProductCategory,
   'brand': omniture_vars.PRODUCT_ADDED_DETAILS[i].ProductGroup
   });
}

ga('ec:setAction', 'add');
}
else if (omniture_vars.PAGE_NAME == "checkout" || omniture_vars.PAGE_NAME == "checkcart")
{
for (var i=0;i<omniture_vars.CART_PRODUCTS.length;i++)
{
   ga('ec:addProduct', 
   'id': omniture_vars.CART_PRODUCTS[i].ProductCode,
   'name': omniture_vars.CART_PRODUCTS[i].ProductName,
   'category': omniture_vars.CART_PRODUCTS[i].ProductCategory,
   'brand': omniture_vars.CART_PRODUCTS[i].ProductGroup,
   'quantity': omniture_vars.CART_PRODUCTS[i].ProductQuantity
   });
}

ga('ec:setAction', 'checkout',{'step': 1});
}
else if (omniture_vars.PAGE_NAME == "verify")
</script>
```
for (var i=0;i<omniture_vars.CART_PRODUCTS.length;i++)
{
    ga('ec:addProduct', {
        'id': omniture_vars.CART_PRODUCTS[i].ProductCode,
        'name': omniture_vars.CART_PRODUCTS[i].ProductName,
        'category': omniture_vars.CART_PRODUCTS[i].ProductCategory,
        'brand': omniture_vars.CART_PRODUCTS[i].ProductGroup,
        'quantity': omniture_vars.CART_PRODUCTS[i].ProductQuantity
    });
}

if (omniture_vars.PAGE_NAME == "finish" && omniture_vars.PURCHASE_COMPLETE === true)
{
    if (typeof myOrder != "undefined" && typeof myOrder.productsPrices != "undefined")
    {
        for (var k=0;k<myOrder.productsIds.length;k++)
        {
            ga('ec:addProduct', {
                'name': myOrder.productsNames[k], // Name or ID is required.
                'id': myOrder.productsIds[k],
                'price': myOrder.productsPrices[k],
                'category': "",
                'quantity': myOrder.productsQuantities[k]
            });
        }
    }
    ga('ec:setAction', 'purchase', {
        'id': omniture_vars.ORDER_REFNO,
        'revenue': myOrder.totalPrice,
        'tax': myOrder.tax
    });
}

ga('send', 'pageview');

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1.2 IMPLEMENTATION WITHOUT A CUSTOM DOMAIN

If you are using the secure.2checkout.com domain, the additional JavaScript code below must be added to the second paragraph of the Google Analytics code shown above, after the snippet `ga('create', 'UA-123156882-1', 'auto');` and before the snippet `ga('require', 'ec');`.

Thus, the second paragraph will have the following form: the first yellow highlighted field needs to be replaced with your Google Analytics property ID (or tracking ID), and the second highlighted field needs to be updated with your own website domain.

```javascript

ga('create', 'UA-123156882-1', 'auto', {'allowLinker': true});
ga('require', 'linker');
ga('linker:autoLink', ['mywebsite.com']);
ga('require', 'ec');
```

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https://knowledgecenter.2checkout.com/Documentation/19Reporting/Google_Analytics_Integration_(without_GTM)
Updated: Fri, 13 Mar 2020 11:00:30 GMT
This additional code above is required for cross-domain tracking so that the visitor on your own website is recognized as the same visitor when entering the 2Checkout template.

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**Step 2: Set the Google Analytics JavaScript code on your own website**

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**2.1 IMPLEMENTATION WITH A CUSTOM DOMAIN**

You should use the default Google Analytics tracking script for `analytics.js` provided by Google, which has the following form (the string highlighted in yellow must be updated with the property ID of the vendor):

```html
<script>
(function(i,s,o,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXXX-Y', 'auto');
ga('send', 'pageview');
</script>
```

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**2.2 IMPLEMENTATION WITHOUT A CUSTOM DOMAIN**

If you are using the `secure.2checkout.com` domain, the following settings must be applied: the Google Analytics JavaScript tracking code on your own website must be updated and have the following form (highlighted in yellow is the Google Analytics property ID that needs to be replaced with your own GA property ID code).

```html
<script>
(function(i,s,o,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-123156882-1', 'auto', {'allowLinker': true});
ga('require', 'linker');
ga('linker:autoLink', ['secure.2checkout.com']);
ga('send', 'pageview');
</script>
```

Below are the elements that are different from the default Google Analytics `analytics.js` tracking code and that enable the cross-domain tracking. This code snippet is integrated into the rest of the code provided in the Google documentation [here](https://knowledgecenter.2checkout.com/Documentation/19Reporting/Google_Analytics_Integration_(without_GTM)):

```javascript
{
'allowLinker': true},
ga('require', 'linker');
ga('linker:autoLink', ['secure.2checkout.com']);
```
Step 3: Sending MyOrder Data to Google Analytics

A JavaScript object called `myOrder` is available on the ‘Thank you’ page providing information about the purchased products including ID, quantity, name, price etc. To see this information about orders in Google Analytics, add a code snippet (for example add `<div></div>`) in the Tracking Script Content section in cPanel (https://secure.2checkout.com/cpanel/tracking_script.php), and apply the code to all languages or to the languages for which you want your template to be tracked.

Step 4. Enable Enhanced E-commerce tracking in Google Analytics

In your Google Analytics Control Panel, go to Admin → All Web Site Data → Ecommerce Settings and enable both the Enable Ecommerce and the Enable Enhanced Ecommerce Reporting buttons, as shown in the image below.
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<tr>
<th>Feature</th>
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<tr>
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<tr>
<td>Theme Settings</td>
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</tr>
<tr>
<td>Payment Settings</td>
<td>Set up payment methods and on-site payment processing.</td>
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<td>Configure security settings for your site.</td>
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<td>Account Settings</td>
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<td>Customer Segments</td>
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<td>Session Segments</td>
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<td>Campaign Tracking</td>
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<tr>
<td>Google Analytics Settings</td>
<td>Integrate with Google Analytics for additional insights.</td>
</tr>
</tbody>
</table>