

## eCellar Designer Widgets Events for Advanced Analytics



eCELLAR



PLEASE NOTE: Many things in Google Analytics have a 24 hour reporting delay before reports can be generated, much of the reported data cannot be seen in real-time.

You should already have installed the tracking code on all of the Designer Widgets pages to collect page view statistics. It's important to know which tracking code you're using on your site as the newer Google Tag Manager accepts data differently than the older Google Analytics (analytics.js). You also should have already enabled enhanced ecommerce statistics in GA and GTM (if using GTM, it needs to be enabled in both places). If you are not using tag manager, but sure the enhanced ecommerce plugin is included in the tracking code: `ga('require', 'ec')`

To get even more information from your Designer Widgets installation, enable the ga or gtm tracking events by adjusting the config for your Designer Widgets to include `{stats: ga: true}` or `{stats: gtm: true}` like so:

```
<script>
  epubOptions = {
    APIKey: 'XXXXXXXX-XXXX-XXXX-XXXX-XXXXXXXXXXXX',
    initLocationPath: true,
    pathRoot: '/dw/',
    stats: { gtm: true}
  }
</script>
```

Your Designer Widgets will now report the following information via enhanced ecommerce:

- **Cart Add / Remove / Update** (with product sku, quantity and name)
- **Product Impressions** (with product category, sku, name, price and position)
- **Product Detail Impressions** (with product sku, name and price)
- **Checkout Start** (with product sku, quantity, name and price)
- **Checkout Step Start/Complete** (Delivery, Billing, Payment Method, Review)
- **Checkout Complete** (with total, tax, shipping, and product sku, quantity, name and price)
- **Dynamic "page" view changes**

**Additionally, the following will be reported via custom events**

- Account Created
- Join List Completed
- Wine Club Join Completed (with tier name)

**Configure Google Analytics**

In the property's view settings, ecommerce has a configurable set of checkout steps when enhanced ecommerce is enabled. You can track the progression (and abandonment) of users through the checkout by assigning names to the 4 checkout steps: 1 Delivery (user chooses a ship or pickup address), 2 Billing address editor, 3 Payment method choice, and 4 Review and submit.

In the property's view settings, you can create Goals that can be used to track conversions for account creation, join list, join club and purchasing. To track purchases as a Goal we created a goal based on the template "Place an order", in step 2 the type is Event, and step 3 event conditions are Category Equals to epubEvent and Action Equals to epubCheckoutComplete and make sure to use the event value as the goal value to get the purchase totals in the goal reports.

We created a goal for all wine club joins based on the template Create an account. In step 2 the goal type is again Event, and step 3 event conditions are Category Equals to epubEvent and Action Equals to epubJoinClub. If you want to create separate goal for a specific club tier you can add the condition Label Equals to <club tier public name>.

We also created two more goals for join list and account created based on the template Create an account. Goal type is again Event and the conditions are Category Equals epubEvent and Action Equals to epubJoinList and epubCreateAccount respectively.

### **Configure Google Tag Manager**

You should already have a published container with a tag to collect page view statistics for Google Analytics. These instructions will help you collect the Designer Widgets data from visitors and send it to Google Analytics. We use the dataLayer to submit events with applicable data, getting that data into Google Analytics requires a bit of setup in Google Tag Manager to map the data with variables, create appropriate triggers and assign those triggers to tags.

First we start by creating five User Defined Variables to collect data from the dataLayer. In your workspace, go to variables and click "New" next to "User-Defined Variables". Set the name to "dlv - pagePath", choose a variable type of Data Layer Variable and use the data layer variable name of "pagePath" and dataLayer Version 2. Save this variable and create 4 more:

Name: dlv - pageTitle  
DL Variable: pageTitle

Name: dlv - action  
DL Variable: action

Name: dlv - label  
DL Variable: label

Name: dlv - value  
DL Variable: value

Update existing Google Analytics Settings variable in User-Defined Variables, this is used by your existing page view reporting tag. Edit the configuration to Enable Enhanced Ecommerce Features by using the data layer. Also, in Fields to Set add two fields: page using value {{dlv - pagePath}} and title using value {{dlv - pageTitle}}

Next we'll create triggers that will allow tag manager to receive Designer Widgets events, in your workspace go to triggers and click "New". Name the first trigger epubPageView and choose a Custom Event trigger type, Event name should be epubPageView. Save this new trigger and create another named epubEvent for a Custom Event with Event name epubEvent and save it.

We're almost there, let's setup the new triggers. In your workspace, go to tags and edit your "Google Analytics: Universal Analytics" with Track Type "Page View" tag and edit the Triggering area to add the epubPageView trigger and save the tag. Now we create a new tag of type "Google Analytics: Universal Analytics" and Track Type of "Event". Use your existing Google Analytics settings variable. Set the category to epubEvent, action to {{dlv - action}}, label to {{dlv - label}} and value to {{dlv - value}}. Save this new tag.

Finally, it's time to save/preview/publish as per your standard procedures when working in tag manager. You MUST publish your changes for them to be live, and a user must refresh their browser to get the latest GTM settings after changes are published.



You should already have installed the base fb pixel tracking code on all of the DW pages to collect page view statistics. To get even more information from your DW installation, enable the pixel tracking events by adjusting the config for your DW to include {stats: fbq: true} like so:

```
<script>
  epubOptions = {
    APIKey: 'XXXXXXXX-XXXX-XXXX-XXXX-XXXXXXXXXXXXX',
    initLocationPath: true,
    pathRoot: '/dw/',
    stats: { fbq: true}
  }
</script>
```

**Your Designer Widgets will now report the following information via pixel standard events:**

- **Cart Add / Remove / Update** (with product sku and quantity)
- **Checkout Start** (with product skus and quantities)
- **Checkout Complete** (with total and product skus and quantities)
- **Account Created**
- **Join List Completed**
- **Wine Club Join Completed**
- **Dynamic "page" view changes**