

# Using Google Analytics Enhanced Ecommerce

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## Overview

Enhanced Ecommerce (EC) is advanced tracking technology of Google Analytics (GA). It enables the measurement of user interactions with products on e-commerce websites across the user's shopping experience, including product impressions, product clicks, viewing product details, adding a product to a shopping cart, initiating the checkout process and purchase transactions, etc.

Webmerc's webshop solution provides additional marketing data in order to get a deep insight into shopping behavior.

Additional information you can get here - "[About Enhanced Ecommerce](#)".

## Enabling Enhanced Ecommerce

To enable Enhanced Ecommerce mode you should make additional setup in your GA web console ([Turn on Enhanced Ecommerce for a view](#)).

GA console -> ADMIN -> Ecommerce Settings

### Ecommerce set-up

 Enable Ecommerce [Edit](#)

Status: ON  
Related Products: OFF

 Enhanced Ecommerce Settings

Enable Enhanced Ecommerce Reporting

ON

**Checkout Labeling** OPTIONAL

Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

#### FUNNEL STEPS

- |    |  |
|----|--|
| 1. |  Login                        |
| 2. |  Billing / shipping address   |
| 3. |  Shipping method              |
| 4. |  Payment method               |
| 5. |  Confirm order                |

That's all you need if you don't use Google Tracking Manager (GTM).

## Google Tag Manager Tags setup

This is a minimalistic example of typical GTM setup for Enhanced Ecommerce. You can make your own customization. For example, you can use "Built-In Variables" or your own "User-Defined Variables" in "Event Tracking Parameters" fields ([Tags, triggers, variables, and the data layer](#)).

## Google Tag Manager Event Triggers

Event name	Trigger type
impressionSent	Custom Event
productClick	Custom Event
addToCart	Custom Event
removeFromCart	Custom Event
checkout	Custom Event
transaction	Custom Event

These events are used on the frontend and the backend in the webshop. The using of these names is crucial for operability.

## Product Impressions Tag

Property	Value
Tag type	Universal Analytics
Tracking ID	Your Google Analytics ID
Track Type	Event
Non-Interaction Hit	true
Enable Enhanced Ecommerce Features	Checked
Use data layer	Checked
Firing Triggers	impressionSent



## Product Click Tag

<b>Property</b>	<b>Value</b>
Tag type	Universal Analytics
Tracking ID	Your Google Analytics ID
Track Type	Event
Non-Interaction Hit	False
Enable Enhanced Ecommerce Features	Checked
Use data layer	Checked
Firing Triggers	productClick

## Add to Cart Tag

<b>Property</b>	<b>Value</b>
Tag type	Universal Analytics
Tracking ID	Your Google Analytics ID
Track Type	Event
Non-Interaction Hit	False
Enable Enhanced Ecommerce Features	Checked
Use data layer	Checked
Firing Triggers	addToCart

### Remove from Cart Tag

<b>Property</b>	<b>Value</b>
Tag type	Universal Analytics
Tracking ID	Your Google Analytics ID
Track Type	Event
Non-Interaction Hit	False
Enable Enhanced Ecommerce Features	Checked
Use data layer	Checked
Firing Triggers	removeFromCart

### Checkout Tag

<b>Property</b>	<b>Value</b>
Tag type	Universal Analytics
Tracking ID	Your Google Analytics ID
Track Type	Event
Non-Interaction Hit	True
Enable Enhanced Ecommerce Features	Checked
Use data layer	Checked
Firing Triggers	checkout

## Purchase Transaction Tag

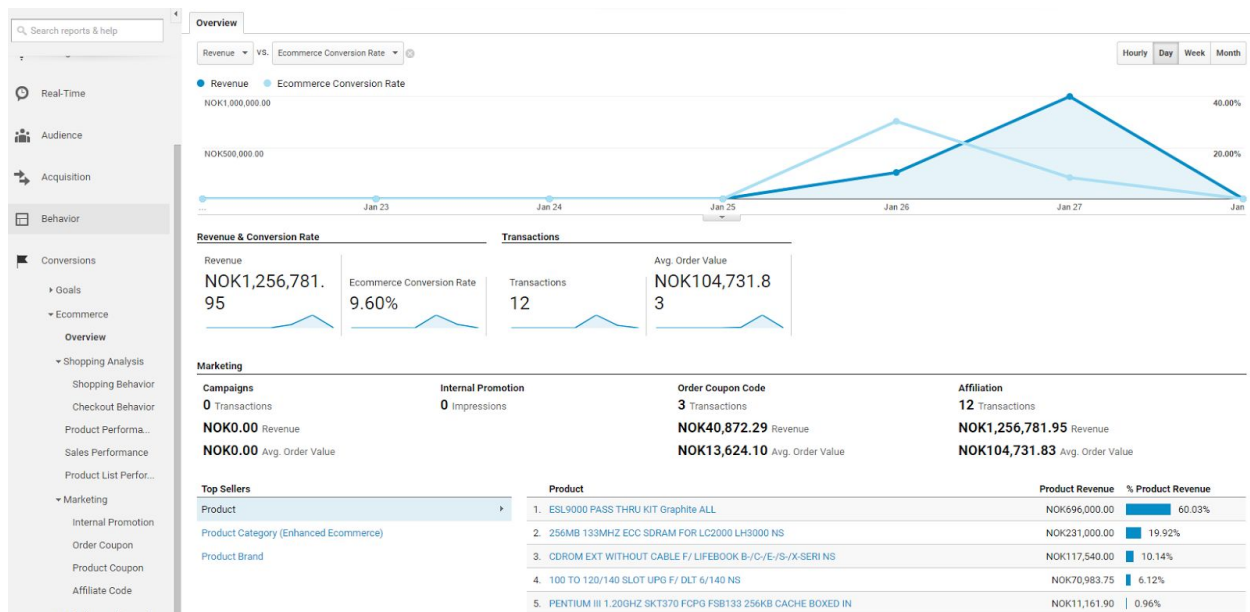
<b>Property</b>	<b>Value</b>
Tag type	Universal Analytics
Tracking ID	Your Google Analytics ID
Track Type	Event
Non-Interaction Hit	True
Enable Enhanced Ecommerce Features	Checked
Use data layer	Checked
Firing Triggers	transaction



## Enhanced Ecommerce reports

Enhanced Ecommerce provides you with a number of insightful and actionable reports. Reports will be available at <https://analytics.google.com/analytics/web>.

GA console -> REPORTING -> Conversions -> Ecommerce



Detailed information you would find at this article [Enhanced Ecommerce reports](#).