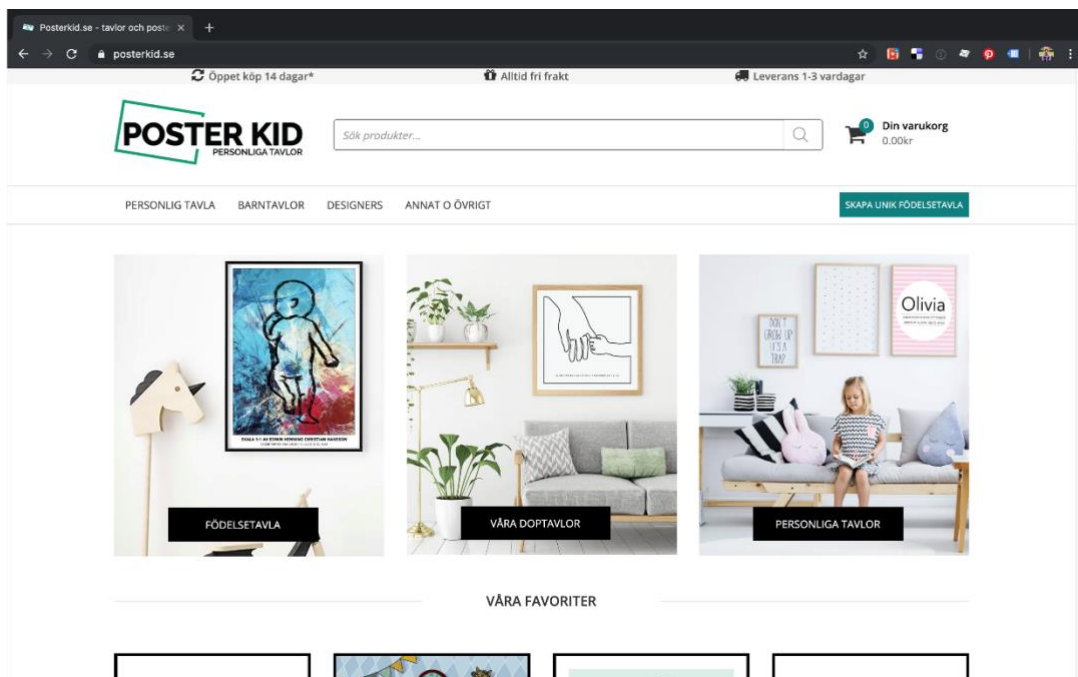


# Google Analytics Enhanced E-commerce tracking specification

posterkid.se



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## Introduction

This document is a guide for implementing Google Analytics Enhanced Ecommerce tracking at posterkid.se. After the tracking is implemented code-wise, relevant settings must be made in Google Tag Manager and Google Analytics. A general implementation guide can be found at Google Developer Expert [Simo Ahava's blog](#).

## DataLayer

DataLayer is a JavaScript Array, which holds data in key-value pairs. The key is a variable name in String format, and values can be any allowed JavaScript type. An example is shown below:

```
<script>
  dataLayer = [{
    'userID': '123456'
  }];
</script>
```

The dataLayers for an Enhanced Ecommerce setup must be structured and named properly according to Google's specifications. Doing this will mean that most of the actual data will transfer automatically to Google Analytics in the right format.

The full specification is found at Google's [Enhanced Ecommerce Developer Guide](#).

## Listing pages

For all pages that are listing products, we must send product impressions and product clicks. At posterkid.se this includes the start page, all category pages and the search results page.

URLs:

<https://posterkid.se>

<https://posterkid.se/poster/fodelsetavla/>

<https://posterkid.se/poster/barntavla/>



### 1. Tracking product impressions

When a product appears in a list, it must be sent to Google Tag Manager. DataLayer can be sent when **a)** the product appears on the screen or **b)** when the product is loaded in the list. Option **a)** is preferable but can sometimes be difficult to implement. Submit the following code:

```

datalayer.push({
  "event": "EEproductImpression",
  "ecommerce": {
    "currencyCode": "SEK", //Local currency
    "impressions": [
      {
        "id": "1827", //Product ID or Part No.
        "name": "Namntavla, Linje",
        "price": "349.00 //use only xxxx.xx formatting",
        "brand": "Namntavla",
        "category": "Personlig Tavla // max 5 levels separated with "/"
        "position": 1, //position. Starts with 0
        "list": "Category page" //Name of list
      },
      { //next product
        "id": "1926",
        "name": "Namns Betydelse",
        "price": "199.00",
        "brand": "Namntavla",
        "category": "Personlig tavla",
        "position": 2,
        "list": "Category page"
      }
    ]
  }
});

```

## 2. Tracking product clicks

To show the next step in our funnel, we must measure clicks on the product. Submit the following code:

```
dataLayer.push({
  "event": "EEproductClick",
  "ecommerce": {
    "currencyCode": "SEK", //Local currency
    "click": {
      "actionField": {"list": "Category page"},
      "products": [{
        "id": "1827", //Product ID or Part No.
        "name": "Namntavla Modern",
        "price": "219.00", //use only xxxx.xx formatting
        "brand": "Namntavla",
        "category": "Personlig Tavla", // max 5 levels separated with "/"
        "position": 0, //position. Starts with 0
        "list": "Category page" //Name of list
      }]
    }
  }
});
```

## Related and visited products


On some pages we list related or visited products. These should be treated as any other list and it must be sent to Google Tag Manager. DataLayer can be sent when **a)** the product appears on the screen or **b)** when the product is loaded in the list. Option **a)** is preferable but can sometimes be difficult to implement. Submit the following code:

URL:

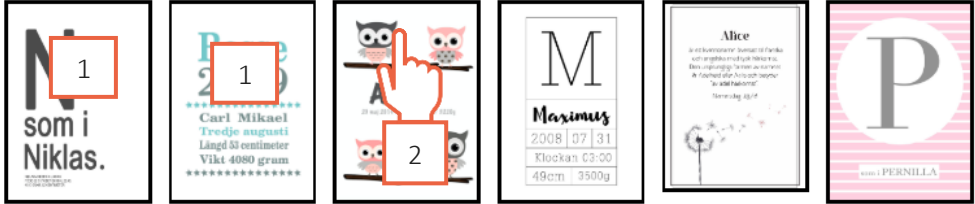
<https://posterkid.se/poster/barntavla/>

<https://posterkid.se/product/barntavla/djur/giraff-i-love-you-to-the-moon/>

BESÖKTA PRODUKTER



LIKNANDE PRODUKTER

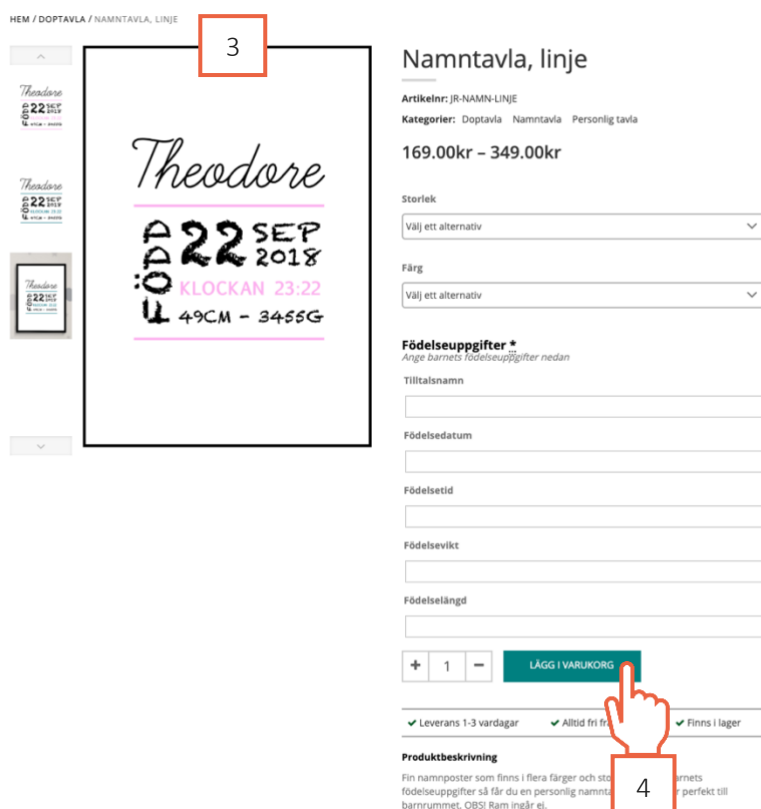


<p>N SOM I... 199.00KR - 349.00KR</p>	<p>NAMNTAVLA STJÄRNA 169.00KR - 349.00KR</p>	<p>UGGLOR PÅ GREN 169.00KR - 349.00KR</p>	<p>NAMNPOSTER, RUTOR 169.00KR - 349.00KR</p>	<p>NAMNBETEDELSE, FLYGA 199.00KR - 249.00KR</p>	<p>BOKSTAVTAVLA, LINJER OCH CIRKEL 199.00KR - 349.00KR</p>
---	--	---	--	---	--

## Product pages

On the product pages the visitors will view the products details and add the product to the cart. All product information is available without interaction, so we send a dataLayer for detail as soon as the page has loaded. When the user adds product(s) to the cart, make sure to also send the number of products added.

URL: <https://posterkid.se/product/barntavla/djur/giraff-i-love-you-to-the-moon/>



### 3. Tracking product detail views

When the product page has loaded we send the product data to Google Tag Manager. The code is:

```
dataLayer.push({
  "event": "EEproductDetail",
  "ecommerce": {
    "currencyCode": "SEK", //Local currency
    "detail": {
      "products": [{
        "id": "1827", //Product ID or Part No.
        "name": "Namntavla, linje",
        "price": "169.00", //use only xxxx.xx formatting
        "brand": "Namntavla",
        "category": "Doptavla", //max 5 levels separated with "/"
      }]
    }
  }
});
```

#### 4. Tracking add to cart

If the visitor clicks the "Add to Cart" button it will trigger the "Add to cart" event and send the following code:

```
dataLayer.push({
  "event": "EEaddToCart",
  "ecommerce": {
    "currencyCode": "SEK", //Local currency
    "add": {
      "products": [{
        "id": "1827", //Product ID or Part No.
        "name": "Namntavla, linje",
        "price": "169.00", //use only xxxx.xx formatting
        "brand": "Namntavla",
        "category": "Doptavla" // max 5 levels separated with "/"
        "quantity": 1 //Reflect the number in the "+-" section
      }
    ]
  }
});
```

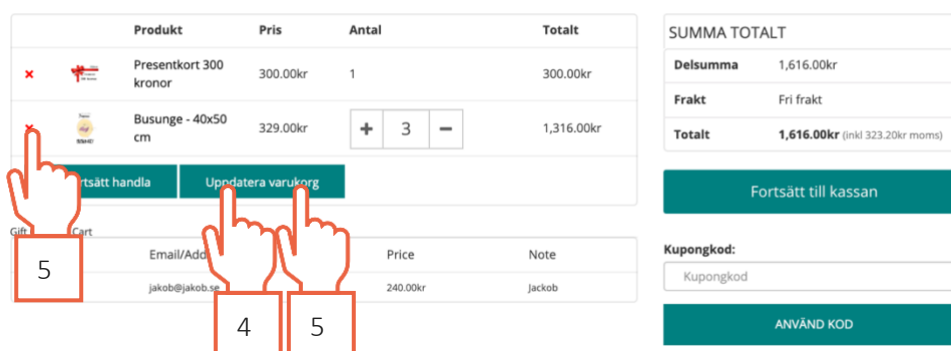
## Shopping cart

Posterkid.se has got two shopping carts; a “quick cart” that’s visible on hover and one located at its own page. At both places visitors can remove products, so both should be tracked.

URL: <https://posterkid.se/cart/>



## VARUKORG



### 5. Tracking Remove from cart

Clicking the X will remove products and should fire the RemoveFromCart. Send the dataLayer when a user clicks the red cross in shopping cart or when the number of products is reduced in shopping cart and cart is updated.

URL: <https://posterkid.se/cart/>

```
dataLayer.push({
  "event": "EEremoveFromCart",
  "ecommerce": {
    "currencyCode": "SEK",
    "remove": {
      "products": [{
        "id": "1827",
        "name": "Presentkort 300kr",
        "price": "300.00",
        "brand": "Posterkid",
        "category": "Presentkort",
        "quantity": 3 //Remove the total number of products
      }]
    }
  }
});
```



## 4 & 5. Changing value in cart

When the user changes the number of products it should trigger the EEaddToCart-event or the EEremoveFromCart-event. Only send the change, not the total sum.

*Example:* The amount changes from 3 to 4 products. Submit the following code.

```
dataLayer.push({
  "event": "EEaddToCart",
  "ecommerce": {
    "currencyCode": "SEK",
    "add": {
      "products": [{
        "id": "1827",
        "name": "Presentkort 300 kronor",
        "price": "300.00",
        "brand": "Posterkid",
        "category": "Presentkort",
        "quantity": 1 //Reflect the change in "+-" -section
      }]
    }
  }
});
```

*Example:* The amount changes from 5 to 1 product. Submit the following code:

```
dataLayer.push({
  "event": "EEremoveFromCart",
  "ecommerce": {
    "currencyCode": "SEK",
    "remove": {
      "products": [{
        "id": "1827",
        "name": "Presentkort 300 kronor",
        "price": "300.00",
        "brand": "Posterkid",
        "category": "Presentkort",
        "quantity": 4 //Reflect the change in "+-" -section
      }]
    }
  }
});
```

## Checkout page

There are two different checkout options, Klarna and Paypal. The checkout process looks the same in both alternatives. The option below is the Paypal alternative and works as a template for both.

URL: <https://posterkid.se/checkout/>

### KASSA

Have a giftcard? Click here to enter your code

Återvändande kund? Klicka här för att logga in

Har du en kod? Klicka här för att ange den.

**8**

#### Betalningsuppgifter

Förnamn \*  Efternamn \*

Företagsnamn (valfritt)

Land \*  
Sverige

Gatuadress \*  
Gatunamn och nummer   
Lägenhet, rum, enhet osv (valfritt)

Postnummer \*

Ort \*

Telefon \*

E-postadress \*

Skapa ett konto?

#### Mer information

Kommentar (valfritt)

#### Din beställning

Produkt	Totalt
Presentkort 300 kronor × 1	300.00kr
<b>Delsumma</b>	<b>300.00kr</b>
<b>Totalt</b>	<b>300.00kr</b> (inkl 60.00kr moms)

**8.1**

PayPal

Vad är PayPal?

Betala med PayPal. Har du inget konto kan du enkelt välja kortbetalning i nästa steg.

Jag har läst och godkänner köpvillkoren \*

**8.2**

**SLUTFÖR KÖP**

## 8. Checkout

When the user reaches the “checkout”-page, we trigger step 1 in the Checkout process.

```
dataLayer.push({
  "event": "EEcheckout",
  "ecommerce": {
    "checkout": {
      "actionField": {"step": 1},
      "products": [{
        "id": "1827",
        "name": "Presentkort",
        "price": "300.00",
        "brand": "Posterkid",
        "category": "Presentkort",
        "quantity": 4
      }, {
        "id": "1926",
        "name": "Busunge 30x40cm",
        "price": "329.00",
        "brand": "Posterkid",
        "category": "Personlig Tavla",
        "quantity": 1
      }
    ]
  }
});
```

### 8.1. Checkout step 2 – Delivery

When the customer starts filling out the Delivery address, we trigger Step 2 in the checkout process. For the subsequent steps, it's not mandatory to add the products Array to the dataLayer. It's enough to send them for the first step.

```
dataLayer.push({
  "event": "EEcheckout",
  "ecommerce": {
    "checkout": {
      "actionField": {"step": 2, "option": "Standard shipping"}
    }
  }
});
```

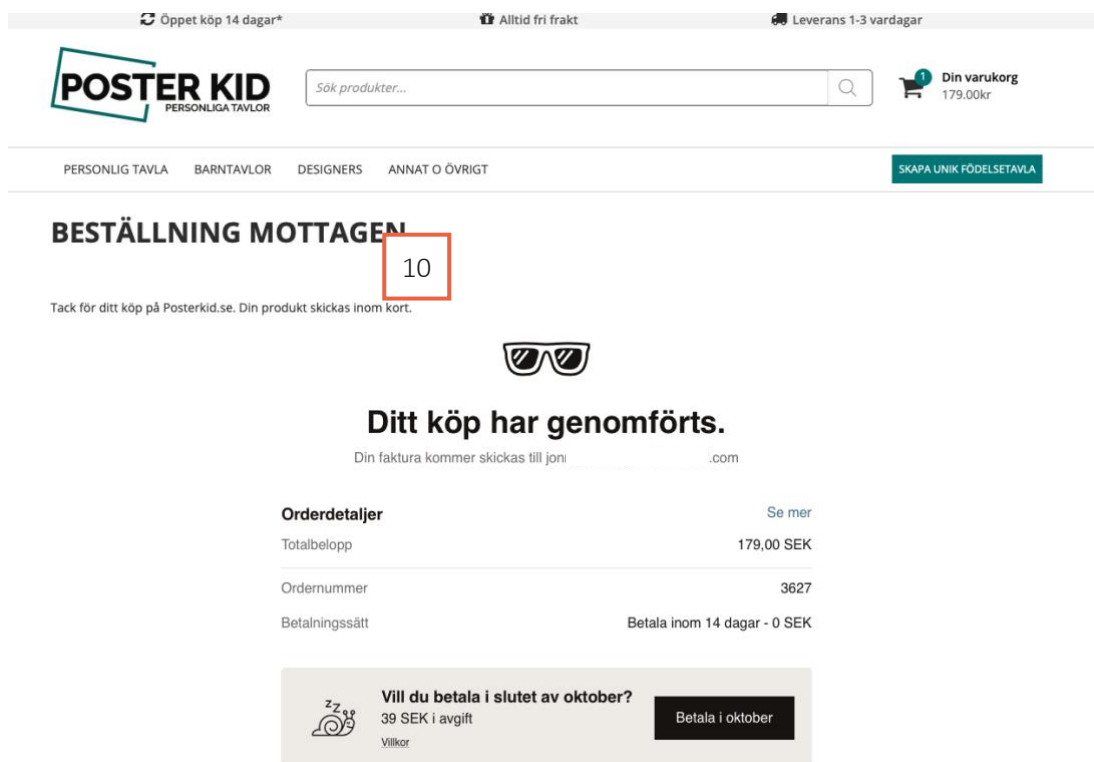
### 8.2. Checkout step 3 – Payment

When the customer starts filling out the Payment info, we trigger Step 3 in the checkout process. Always send the value in English. It will make it easier to follow up on different markets.

```
dataLayer.push({
  "event": "EEcheckout",
  "ecommerce": {
    "checkout": {
      "actionField": {"step": 3, "option": "PayPal"}
    }
  }
});
```

## “Thank you” page

When the transaction is successful, the user should be redirected to a “Thank you” page. As this page loads, we know that a purchase was made, and this must be tracked.



Öppet köp 14 dagar\* Alltid fri frakt Leverans 1-3 vardagar

**POSTER KID** PERSONLIGA TAVLOR

Sök produkter...


Din varukorg 179.00kr

PERSONLIG TAVLA BARNTAVLOR DESIGNERS ANNAT O ÖVRIGT SKAPA UNIK FÖDELSETAVLA

### BESTÄLLNING MOTTAGEN

10

Tack för ditt köp på Posterkid.se. Din produkt skickas inom kort.



## Ditt köp har genomförts.

Din faktura kommer skickas till joni... .com

Orderdetaljer	Se mer
Totalbelopp	179,00 SEK
Ordernummer	3627
Betalningssätt	Betala inom 14 dagar - 0 SEK

**Vill du betala i slutet av oktober?**  
39 SEK i avgift  
Villkor

## 10. Purchase

When the thank you page is loaded, send the following data. It is important that the Transaction event does not run twice, for example if a user reload the page.

Example URL: <https://posterkid.se/klarna-tack>

```

dataLayer.push({
  "event": "EEtransaction",
  "ecommerce": {
    "purchase": {
      "actionField": {
        "id": "3627", //Order ID - mandatory
        "revenue": 229.00, //total including tax and shipping
        "tax": 34.50, /tax
        "shipping": 50.00,
        "coupon": "jul2019" //if a coupon code was used for this order
      },
      "products": [{
        "id": "1827",
        "name": "Doptavla",
        "price": "179.00",
        "brand": "Posterkid",
        "category": "Namntavlor",
        "quantity": 1
      }],
    }
  }
});

```

## 10.1 Coupon code

Coupon codes can be added by the user on two different locations, but we track it once the purchase is made. If a coupon code is used in the cart, this should be added to purchase fields.

**Kupongkod:**

ANVÄND KOD

Have a giftcard? [Click here to enter your code](#)

Apply Gift card

## Konsultprofil



# LINUS LOGREN

Agency Director || Senior Digital Analyst & SEO  
Consultant

### KORT OM LINUS

Som en schweizisk armékniv har Linus under 10 års tid hanterat flera olika projekt inom digital marknadsföring. De senaste 5 åren har insatserna fokuserat på digital analys och sökmotoroptimering.

### KONTAKT

0709-239508  
linus.logren@wgp.se  
linkedin.com/in/linuslarsson

### RELEVANT ERFARENHET

Linus Larsson är inte bara Agency Director på Web Guide Partner i Malmö, han är också lite av en digital schweizisk arme-kniv. Som SEO-expert har han byggt upp en bredd av kompetenser inom nästan alla digitala aspekter som programmering, design och försäljning. Något han själv anser är grundstenarna för en framgångsrik digital marknadsstrategi.

Under sina år som Global Online Traffic Manager på Thule Group fördjupade Linus sina kunskaper inom implementering av olika mättekniker för digital analys, samt slutsatser och rapportering till följd av tekniken. Google Analytics, Google Tag Manager och Google Optimize är några av de verktygen Linus behärskar väl. Hos Web Guide Partner är Linus en drivande kraft inom både SEO- och Analys-teamets utveckling.

Med många års erfarenhet inom olika delar av webbstrategi- och produktion har han både levererat projekt till kunder och delat med sig av kunskap till branschkollegor. Förutom att han regelbundet är inbjuden talare på olika konferenser, arrangerar han dessutom after work-träffarna SEO-snack Öresund.

### UTBILDNING & CERTIFIKAT

#### GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION (GAIQ)

Jan 2015 – Jan 2019

Officiellt certifikat från Google som måste tas om efter 18 månader.

#### CERTIFIERING I SEO

Jan 2017 – Jan 2019

Inofficiellt certifikat framtaget av den svenska SEO-branschen. Endast 10% av alla deltagare har klarat provet. Mer info: seocert.se

#### HYPER ISLAND - Digital Media

2008-2010

En av Sveriges mest ansedda Reklam- och Digitala medie-skolor. Specialiserade mig inom projektledning.

#### BECKMANS DESIGNHÖGSKOLA

2013

Kvällsstudier inom en bredd av olika design-vertikaler, inkl typografi, arkitektur, illustration och formgivning.

#### TEKNIKHÖGSKOLAN – PHP-utvecklare

1,5 års studier inriktat på PHP-programmering, men även HTML, CSS, JavaScript och WordPress. Utbildningen breddade min tekniska kompetens avsevärt.