



EU Cookie Richtlinie Pro
DSGVO konformes
Tracking

EU Cookie Policy Pro

GDPR-compliant tracking

with Google Tagmanager for Shopware 6

Version 60

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1 Introduction

In order to implement the GDPR correctly for "Enhanced Ecommerce Tracking" with the Google Tag Manager, some adjustments are required. You will find the necessary settings in this guide.

A prerequisite for these instructions is the use of the EU Cookie Policy Pro plugin.

<https://store.shopware.com/acris86961282733/eu-cookie-richtlinie-pro-automatischer-cookie-erkennung-sw6.html>

The Google Tag Manager can be integrated using the free plugin from Webmatch, for example - but this is neither mandatory nor a prerequisite for our plugin.

<https://store.shopware.com/wbm1713539203085f/google-tag-manager-google-analytics-enhanced-e-commerce-tracking-fuer-shopware-6.html>

2 Shopware administration area

Please make sure that the correct cookie is "active". (Screenshot is an example, depending on the Shopware version used or which EU cookie policy plugin version you are using).



Identifikation

Cookie-ID *

`_ga|_gid|_gat_|_dc_gtm_UA-+|ga-disable-UA-+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_*`

☒ Aktiv

Cookie Gruppe: *

Tracking

To do this, go to the admin of your Shopware Shop 6 and use the following path:
Settings > Plugins > EU Cookie Policy Pro > Cookies

You can find this cookie ID (Google Analytics) in the cookie plugin:

2.1.1 Cookie ID SW6 -> Plugin Version 2.5.0-2.6.1

`_ga|_gid|_gat_|_dc_gtm_UA-+|ga-disable-UA-+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_*`

2.1.2 Cookie ID SW6 -> Plugin Version ab 2.7.0

`_ga|_gid|_gat_|_dc_gtm_UA-+|ga-disable-UA-+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_*|_gac.*`

2.1.3 Cookie ID SW6 -> Plugin Version ab 3.1.0

`_ga|_gid|_gat_|_dc_gtm_UA-+|ga-disable-UA-+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_*|_gac.*|_ga.*`

2.1.4 Google Consent Mode Cookie Configuration

In the Shopware 6 admin area, a new field has been added to the cookie management for each cookie: **Google Cookie Consent Mode**

Cookie settings
English
Cancel
Save

Script code

i The script code is executed when the cookie is accepted by the user. The script can be specified with the <script> tag or without. An external script (src attribute) can also be included. In addition, TWIG code can be entered and TWIG variables can be used.

Script code

Insert script

Script position

Google Cookie Consent Mode

Google Cookie Consent Mode

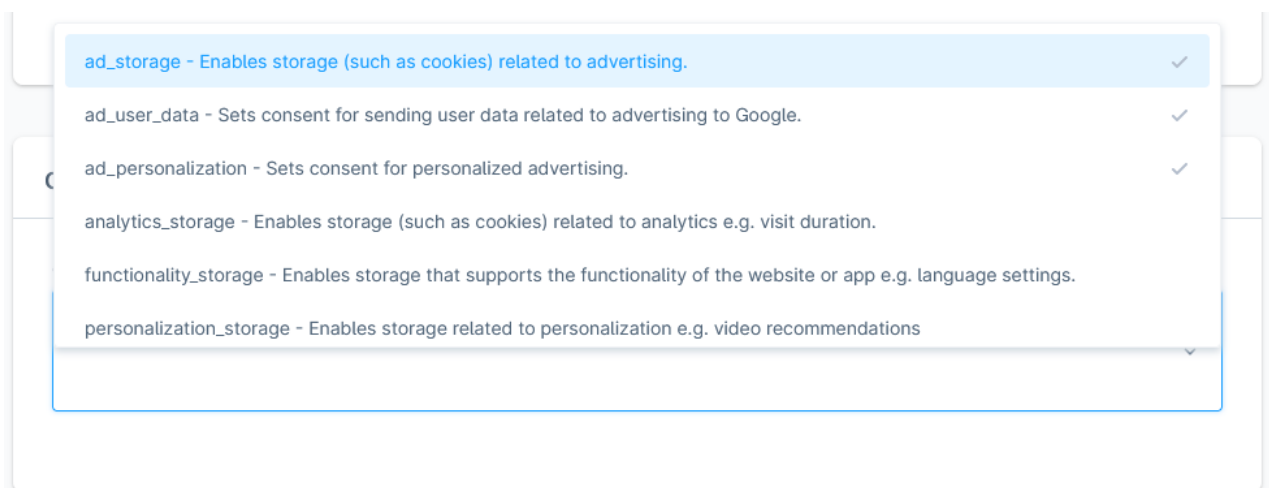
Select a Google Cookie Consent Mode

This field can be used to control which Google Consent Modes should be transferred to the Google Tag Manager when the cookie is accepted.

For the Google cookie entries already supplied by our plugin, the required consent modes are already set automatically when the cookies are automatically recognized or when the plugin is updated if these cookies already exist.

The following values are available for selection via the new setting (multiple selection):

ad_storage	Enables storage (such as cookies) related to advertising.
ad_user_data	Sets consent for sending user data related to advertising to Google.
ad_personalization	Sets consent for personalised advertising.
analytics_storage	Enables storage (such as cookies) related to analytics, e.g. visit duration.
functionality_storage	Enables storage that supports the functionality of the website or app, e.g. language settings.
personalization_storage	Enables storage related to personalisation, e.g. video recommendations
security_storage	Enables storage related to security, such as authentication functionality, fraud prevention and other user protection.



3 Setting up Google Consent Mode

3.1 Create required Variables

3.1.1 Create Variable: **ad_personalization**


Create new variable with name: ad_personalization

Variable type: Datenschichtvariable

Datalayer variable name: acrisCookie.ad_personalization

Datalayer version: Version 2

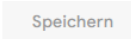
„Save“


ad_personalization 

Speichern

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen 
acrisCookie.ad_personalization

Datenschichtversion
Version 2

3.1.2 Create Variable: **ad_storage**


Create new variable with name: ad_storage

Variable type: Datalayer variable

Datalayer variable name: acrisCookie.ad_storage

Datalayer version: Version 2


„Save“


ad_storage 

Speichern

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen 
acrisCookie.ad_storage

Datenschichtversion
Version 2

3.1.3 Create Variable: **ad_user_data**


Create new variable with name: ad_user_data

Variable type: Datalayer variable

Datalayer variable name: acrisCookie.ad_user_data

Datalayer version: Version 2


„Save“


ad_user_data 

Speichern

Variable konfigurieren

Variablentyp

 **Datenschichtvariable**

Name der Datenschichtvariablen 

acrisCookie.ad_user_data

Datenschichtversion

Version 2

3.1.4 Create Variable: **analytics_storage**


Create new variable with name: analytics_storage

Variable type: Datalayer variable

Datalayer variable name: acrisCookie.analytics_storage

Datalayer version: Version 2


„Save“


analytics_storage 

Speichern

Variable konfigurieren

Variablentyp

 **Datenschichtvariable**

Name der Datenschichtvariablen 

acrisCookie.analytics_storage

Datenschichtversion

Version 2

3.1.5 Create Variable: **functionality_storage**


Create new variable with name: functionality_storage

Variable type: Datalayer variable

Datalayer variable name: acrisCookie.functionality_storage


Datalayer version: Version 2

„Save“

functionality_storage 

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ
acrisCookie.functionality_storage

Datenschichtversion
Version 2

3.1.6 Create Variable: **personalization_storage**


Create new variable with name: personalization_storage

Variable type: Datalayer variable

Datalayer variable name: acrisCookie.personalization_storage


Datalayer version: Version 2

„Save“

personalization_storage 

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ
acrisCookie.personalization_storage

Datenschichtversion
Version 2

3.1.7 Create Variable: security_storage

Create new variable with name: security_storage

Variable type: Datalayer variable

Datalayer variable name: acrisCookie.security_storage

Datalayer version: Version 2

„Save“

security_storage
Speichern

Variable konfigurieren

Variablentyp

Datenschichtvariable

Name der Datenschichtvariablen ⓘ
acrisCookie.security_storage

Datenschichtversion
Version 2

3.2 Create required Tags

3.2.1 Create Tag: Google Consent Mode Default

New Tag with name: Google Consent Mode Default

Tag-Type: Consent Mode (Google tags) from gtm-templates-simo-ahava

Consent Command: Default

Wait for Update: 0

Regions: all


Consent Settings:



Field name	Value
ad_storage	denied
analytics_storage	denied
ad_user_data	denied
ad_personalization	denied
personalization_storage	denied
functionality_storage	denied
security_storage	denied


„Save“


Tag-Konfiguration


Tag-Typ


☒ **Consent Mode (Google tags)**
gtm-templates-simo-shava BALERIE 

 **Tag-Berechtigungen** 4 Berechtigungen 


Consent Command 


Default 


Wait for Update 

0 


 milliseconds


Regions 


all 


 Consent Settings


Required for Google services


ad_storage 


denied 


analytics_storage 

denied 

ad_user_data 


denied 

ad_personalization 


denied 

Other signals


personalization_storage


denied 


functionality_storage

denied 

security_storage

denied 

 Other Settings

 Erweiterte Einstellungen

3.2.2 Create Tag: Google Consent Mode Update

New Tag with name: Google Consent Mode Update

Tag-Type: Consent Mode (Google tags)

This tag type must be imported from the community templates before it can be used. To do this, simply search for "Consent Mode (Google tags)" and import the variable template from "gtm-templates-simo-ahava".

Consent Command: Update


Wait for Update: 0

Regions: all


Consent Settings:

Field name	Value
ad_storage	{{ad_storage}}
analytics_storage	{{analytics_storage}}
ad_user_data	{{ad_user_data}}
ad_personalization	{{ad_personalization}}
personalization_storage	{{personalization_storage}}
functionality_storage	{{functionality_storage}}
security_storage	{{security_storage}}


„Save“

Google Consent Mode Update 
Speichern


Tag-Konfiguration


Consent Mode (Google tags)
gtm-templates-simo-ahava

GALERIE



Tag-Berechtigungen


4 Berechtigungen >


Consent Command 


Update


Consent Settings


ad_storage 


{{ad_storage}} 


analytics_storage 

{{analytics_storage}} 


ad_user_data 

{{ad_user_data}} 


ad_personalization 

{{ad_personalization}} 


personalization_storage

{{personalization_storage}} 

functionality_storage

{{functionality_storage}} 

security_storage

{{security_storage}} 

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4 Setting up the Google Tag Manager for GA4

4.1 Create required Variables

4.1.1 Create Variable: ACRIS Cookie – Analytics VAR

Create new variable with name: ACRIS Cookie – Analytics VAR

Variable type: Datalayer variable

Datalayer variable name (Syntax: acrisCookie._passendeCookieID)

SW6 -> Plugin Version **2.5.0-2.6.1**

`acrisCookie._ga|_gid|_gat._+|_dc_gtm_UA-+|ga-disable-UA-+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_.*`

SW6 -> Plugin Version **since 2.7.0**


`acrisCookie._ga|_gid|_gat._+|_dc_gtm_UA-+|ga-disable-UA-+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_.*|_gac.*`

SW6 -> Plugin Version **since 3.1.0**

`acrisCookie._ga|_gid|_gat._+|_dc_gtm_UA-+|ga-disable-UA-+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_.*|_gac.*|_ga.*`


Datalayer version: Version 2

„Save“

ACRIS Cookie – Analytics VAR 

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ

acrisCookie._ga|_gid|_gat._+|_dc_gtm_UA-+|ga-disable-UA-+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_.*|_gac.*|_ga.*

Datenschichtversion

Version 2

4.1.2 Create Variable: ACRIS Cookie Analytics VAR zuerst aktiviert

Create new variable with name: ACRIS Cookie – Analytics VAR zuerst aktiviert

Variable type: Datalayer variable

Datalayer variable name (Syntax: acrisCookie.firstActivated._matchingCookieID)

*SW6 -> Plugin Version **since 2.8.0***

`acrisCookie.firstActivated._ga|_gid|_gat._+|_dc_gtm_UA-.+|ga-disable-UA-.+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_.*|_gac.*`

*SW6 -> Plugin Version **since 3.1.0***

`acrisCookie.firstActivated._ga|_gid|_gat._+|_dc_gtm_UA-.+|ga-disable-UA-.+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_.*|_gac.*|_ga.*`


Datalayer version: Version 2

„Save“

ACRIS Cookie – Analytics VAR zuerst aktiviert 

Variable konfigurieren

Variablentyp

 **Datenschichtvariable**

Name der Datenschichtvariablen ⓘ

acrisCookie.firstActivated._ga|_gid|_gat._+|_dc_gtm_UA-.+|ga-disable-UA-.+|__utm(a|b|c|d|t|v|x|z)|_gat|_swag_ga_.*|_gac.*|_ga.*

Datenschichtversion

Version 2

4.1.3 Create Variable: ACRIS Cookie Landing Page

Create new variable with name: Acris Cookie Landing Page

Variable type: First-Party-Cookie


Cookie-Name: acris_cookie_landing_page

Decode Cookie per URI: yes (checkbox)


„Save“

Variable konfigurieren

Variablentyp

 First-Party-Cookie

Cookie-Name
acris_cookie_landing_page

☒ Cookie per URI decodieren 

4.1.4 Create Variable: ACRIS Cookie Referrer

Create new variable with name: Acris Cookie Referrer

Variable type: First-Party-Cookie


Cookie-Name: acris_cookie_referrer

Decode Cookie per URI: yes (checkbox)


„Save“

Variable konfigurieren

Variablentyp

 First-Party-Cookie

Cookie-Name
acris_cookie_referrer

☒ Cookie per URI decodieren 

4.1.5 Create Variable: ACRIS - GA4 items mapped

Create new variable with name: ACRIS - GA4 items mapped

Variable type: EEC Products -> GA4 Items

This variable type must be imported from the community templates before it can be used. To do this, simply search for "EEC Products -> GA4 Items" and import the variable template from "gtm-templates-simo-ahava".


Variable authorizations: Read datalayer

Map Source: Map ecommerce object automatically

„Save“


ACRIS - GA4 items mapped 

Variable konfigurieren




EEC Products -> GA4 Items

GALERIE



Variablenberechtigungen

1 Berechtigung >

Map Source 

Map ecommerce object automatically

Map Custom Definitions To Item Parameters

If your Enhanced Ecommerce object contains product-scoped custom dimensions/metrics, you can use this table to map those into GA4 item parameter names. Input the index number (if using the prescribed **dimensionXX** and **metricXX** syntax), or the name of the custom property (e.g. **productSize** or **stockCount**) in the first field. Input the parameter name with which the value should be sent to GA4 in the second.

4.1.6 Create Variable: ACRIS AddToCart

Create new variable with name: ACRIS AddToCart

Variable type: Datalqayer variable

Datalayer variable name: add_to_cart


Datalayer version: Version 2


„Save“

ACRIS AddToCart 

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen 

add_to_cart

Datenschichtversion

Version 2

4.1.7 Create Variable: ACRIS RemoveFromCart

Create new variable with name: ACRIS RemoveFromCart

Variable type: Datalayer variable

Datalayer variable name: remove_from_cart


Datalayer version: Version 2


„Save“

ACRIS RemoveFromCart 

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen 

remove_from_cart

Datenschichtversion

Version 2

4.1.8 Create Variable: ACRIS Affiliation

Create new variable with name: ACRIS Affiliation

Variable type: Datalayer variable

Datalayer variable name: ecommerce.purchase.actionField.affiliation


Datalayer version: Version 2


„Save“

ACRIS affiliation 

Variable konfigurieren

Variablentyp

 **Datenschichtvariable**

Name der Datenschichtvariablen 

ecommerce.purchase.actionField.affiliation

Datenschichtversion

Version 2

4.1.9 Create Variable: ACRIS Ordernumber


Create new variable with name: ACRIS Ordernumber

Variable type: Datalayer variable

Datalayer variable name: ecommerce.purchase.actionField.id

Datalayer version: Version 2


„Save“


ACRIS Ordernumber 

Speichern

Variable konfigurieren

Variablentyp

 **Datenschichtvariable**

Name der Datenschichtvariablen 

ecommerce.purchase.actionField.id

Datenschichtversion

Version 2

4.1.10 Create Variable: ACRIS Conversion Value

Create new variable with name: ACRIS Conversion Value

Variable type: Datalayer variable

Datalayer variable name: ecommerce.purchase.actionField.revenue


Datalayer version: Version 2

„Save“

ACRIS Conversion Value 

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ

ecommerce.purchase.actionField.revenue

Datenschichtversion

Version 2

4.1.11 Create Variable: ACRIS Shipping


Create new variable with name: ACRIS Shipping

Variable type: Datalayer variable

Datalayer variable name: ecommerce.purchase.actionField.shipping


Datalayer version: Version 2

„Save“

ACRIS shipping 

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ

ecommerce.purchase.actionField.shipping

Datenschichtversion

Version 2

4.1.12 Create Variable: **ACRIS Tax**


Create new variable with name ACRIS Tax

Variable type: Datalayer variable

Datalayer variable name: ecommerce.purchase.actionField.tax


Datalayer version: Version 2

„Save“

ACRIS tax 

Variable konfigurieren

Variablentyp

 **Datenschichtvariable**

Name der Datenschichtvariablen ⓘ

ecommerce.purchase.actionField.tax

Datenschichtversion

Version 2

4.1.13 Create Variable: **ACRIS Total value**

Create new variable with name: ACRIS Total value

Variable type: Datalayer variable

Datalayer variable name: google_tag_params.ecomm_totalvalue


Datalayer version: Version 2

„Save“

ACRIS total value 

Variable konfigurieren

Variablentyp

 **Datenschichtvariable**

Name der Datenschichtvariablen ⓘ

google_tag_params.ecomm_totalvalue

Datenschichtversion

Version 2

4.1.14 Create Variable: ACRIS Currency

Create new variable with name: ACRIS Currency

Variable type: Constant

Value: EUR

„Save“

ACRIS Currency
Speichern

Variable konfigurieren

Variablentyp

☒ Konstant

Wert
EUR

4.1.15 Create Variable: ACRIS - Analytics - Mess ID

Create new variable with name: ACRIS - Analytics - Mess ID

Variable type: Constant

Value: G-***** => Enter the measurement ID of the GA-4 property (for example: G-A2ABC2ABCD)

„Save“

ACRIS - Analytics - Mess ID
Speichern

Variable konfigurieren

Variablentyp

☒ Konstant

Wert
G-123456789

4.2 Create required Triggers

4.2.1 Create Trigger: ACRIS Cookie Analytics Trigger

New Trigger with name: ACRIS Cookie Analytics Trigger

Trigger type: User-defined event

Event name: acrisCookieStateChanged


Do not activate: Use match with regular expression

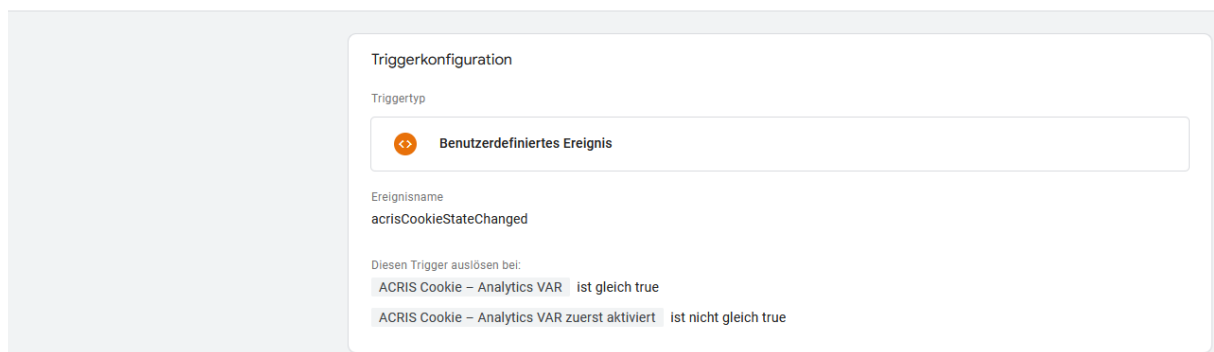
Some user-defined events:

ACRIS Cookie – Analytics VAR **is** true

ACRIS Cookie – Analytics VAR zuerst aktiviert **is not** true

„Save“

ACRIS Cookie Analytics Trigger 



The screenshot shows the 'Triggerkonfiguration' (Trigger configuration) window. Under 'Triggertyp' (Trigger type), 'Benutzerdefiniertes Ereignis' (User-defined event) is selected. The 'Ereignisname' (Event name) is 'acrisCookieStateChanged'. Under 'Diesen Trigger auslösen bei:' (Trigger this event when:), two conditions are listed: 'ACRIS Cookie – Analytics VAR ist gleich true' and 'ACRIS Cookie – Analytics VAR zuerst aktiviert ist nicht gleich true'.

4.2.2 Create Trigger: ACRIS Cookie Analytics Trigger First Activated

New Trigger with name: ACRIS Cookie Analytics Trigger First Activated

Trigger type: User-defined event


Event name: acrisCookieStateChanged

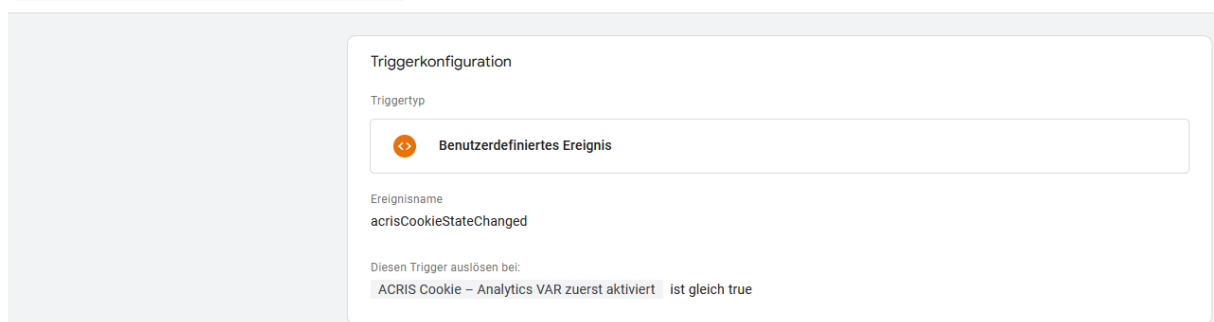
Do not activate: Use match with regular expression

Some user-defined events:

ACRIS Cookie – Analytics VAR zuerst aktiviert **is** true

„Save“

ACRIS Cookie Analytics Trigger First Activated 



The screenshot shows the 'Triggerkonfiguration' (Trigger configuration) window. Under 'Triggertyp' (Trigger type), 'Benutzerdefiniertes Ereignis' (User-defined event) is selected. The 'Ereignisname' (Event name) is 'acrisCookieStateChanged'. Under 'Diesen Trigger auslösen bei:' (Trigger this event when:), one condition is listed: 'ACRIS Cookie – Analytics VAR zuerst aktiviert ist gleich true'.

4.2.3 Create Trigger: ACRIS add-to-cart event

New Trigger with name: ACRIS add-to-cart event

Trigger type: User-defined event


Event name: add_to_cart


Do not activate: Use match with regular expression

Trigger the trigger at:

All user-defined events

„Save“

ACRIS add-to-cart event 



The screenshot shows the 'Triggerkonfiguration' (Trigger Configuration) window. Under 'Triggertyp' (Trigger Type), 'Benutzerdefiniertes Ereignis' (User-defined event) is selected. The 'Ereignisname' (Event name) is 'add_to_cart'. Under 'Diesen Trigger auslösen bei:' (Trigger this trigger when:), 'Alle benutzerdefinierten Ereignisse' (All user-defined events) is selected.

4.2.4 Create Trigger: ACRIS add-to-cart event + Consent

New Trigger with name: ACRIS add-to-cart event + Consent

Trigger type: Trigger-Group

Triggers:


ACRIS add-to-cart event


ACRIS Cookie Analytics Trigger

Trigger the trigger at:

All user-defined events

„Save“

ACRIS add-to-cart event + Consent 



The screenshot shows the 'Triggerkonfiguration' (Trigger Configuration) window. Under 'Triggertyp' (Trigger Type), 'Trigger-Gruppe' (Trigger Group) is selected. Under 'Triggers' (Triggers), two triggers are listed: 'ACRIS add-to-cart event' and 'ACRIS Cookie Analytics Trigger', connected by an 'UND' (AND) operator. Under 'Diesen Trigger auslösen bei:' (Trigger this trigger when:), 'Alle Bedingungen' (All conditions) is selected.

4.2.5 Create Trigger: ACRIS remove-from-cart event

New Trigger with name: ACRIS remove-from-cart event

Trigger type: User-defined event

Event name: remove_from_cart

Do not activate: Use match with regular expression

Trigger the trigger at:


All user-defined events

„Save“

ACRIS remove-from-cart event 

Triggerkonfiguration

Triggertyp

 Benutzerdefiniertes Ereignis

Ereignisname

remove_from_cart

Diesen Trigger auslösen bei:

Alle benutzerdefinierten Ereignisse

4.2.6 Create Trigger: ACRIS remove-from-cart event + Consent

New Trigger with name: ACRIS remove-from-cart event + Consent

Trigger type: Trigger-Group

Triggers:


ACRIS remove-from-cart event

ACRIS Cookie Analytics Trigger

Trigger the trigger at:


All user-defined events

„Save“


ACRIS remove-from-cart event + Consent 

Triggerkonfiguration


Triggertyp

 Trigger-Gruppe

Triggers

 ACRIS remove-from-cart event
Trigger

UND

 ACRIS Cookie Analytics Trigger
Trigger

Diesen Trigger auslösen bei:

Alle Bedingungen

4.2.7 Create Trigger: ACRIS Checkout Page


New Trigger with name: ACRIS Checkout Page

Trigger type: Page view - DOM is ready

Trigger the trigger at:


Page URL contains checkout/finish

„Save“

ACRIS Checkout Page 

Triggerkonfiguration

Triggertyp

 Seitenaufwurf - DOM ist bereit.

Diesen Trigger auslösen bei:

Page URL

 enthält checkout/finish

4.2.8 Create Trigger: ACRIS Checkout Page+ Consent

New Trigger with name: ACRIS Checkout Page + Consent

Trigger type: Trigger-Group

Triggers:

ACRIS Checkout Page

ACRIS Cookie Analytics Trigger

Trigger the trigger at:


All user-defined events


„Save“


ACRIS Checkout Page + Consent 


Triggerkonfiguration

Triggertyp

 Trigger-Gruppe

Triggers 

 ACRIS Checkout Page
Trigger

 ACRIS Cookie Analytics Trigger
Trigger

UND

Diesen Trigger auslösen bei:

Alle Bedingungen

4.3 Create required Tags

4.3.1 Create Tag: Google Analytics GA4-Konfiguration

New Tag with name: Google Analytics GA4-Konfiguration

Tag-Type: Google-Tag

Tag-ID: {{ACRIS - Analytics - Mess ID}}

Configuration Settings:

Field name	Value
anonymizeip	true
send_page_view	true

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update


Trigger: ACRIS Cookie Analytics Trigger


„Save“

Google Analytics GA4-Konfiguration
Speichern

Tag-Konfiguration

Tag-Typ



Google-Tag
Google

Tag-ID 

{{ACRIS - Analytics - Mess ID}}

Konfigurationseinstellungen

Konfigurationsparameter		Wert
anonymizeip		true
send_page_view	✓	true


Tag-Reihenfolge 

Setup-Tag

Google Consent Mode Update

Trigger

Auslösende Trigger


ACRIS Cookie Analytics Trigger
Benutzerdefiniertes Ereignis

4.3.2 Create Tag: Google Analytics GA4-Konfiguration First Activated

New Tag with name: Google Analytics GA4-Konfiguration First Activated

Tag-Type: Google-Tag

Tag-ID: {{ACRIS - Analytics - Mess ID}}

Configuration settings:

Field name	Value
referrer	{{ACRIS Cookie Referrer}}
page	{{ACRIS Cookie Landing Page}}
anonymizeip	true
send_page_view	true

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update


Trigger: ACRIS Cookie Analytics Trigger First Activated

„Save“

Google Analytics GA4 Konfiguration First Activated
Speichern

Tag-Konfiguration

Tag-Typ


Google-Tag
Google

Tag-ID ⓘ
{{ACRIS - Analytics - Mess ID}}

Konfigurationseinstellungen


Konfigurationsparameter	Wert
referrer	{{ACRIS Cookie Referrer}}
page	{{ACRIS Cookie Landing Page}}
anonymizeip	true
send_page_view	true

Tag-Reihenfolge ⓘ

Setup-Tag
Google Consent Mode Update

Trigger

Auslösende Trigger


ACRIS Cookie Analytics Trigger First Activated
Benutzerdefiniertes Ereignis

4.3.3 Create Tag: ACRIS GA4 - AddtoCart Event

New Tag with name: ACRIS GA4 - AddtoCart Event

Tag-Type: Google Analytics: GA4-Ereignis

Measurement -ID: {{ACRIS - Analytics - Mess ID}}

Event name: {{ACRIS AddToCart}}

Event parameters:

Field name	Value
currency	EUR
items	{{ACRIS - GA4 items mapped}}
value	{{ACRIS total value}}

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update


Trigger: ACRIS add-to-cart event + Consent

„Save“


ACRIS GA4 - AddtoCart Event
Speichern

Tag-Konfiguration

Tag-Typ


Google Analytics: GA4-Ereignis
Google Analytics

Mess-ID
{{ACRIS - Analytics - Mess ID}}


In diesem Container wurde ein Google-Tag gefunden

Ereignisname ⓘ
{{ACRIS AddToCart}}

Ereignisparameter

Ereignisparameter		Wert
currency	✓	{{ACRIS Currency}}
items	✓	{{ACRIS - GA4 items mapped}}
value	✓	{{ACRIS Total Value}}

Tag-Reihenfolge ⓘ

Setup-Tag
Google Consent Mode Update

4.3.4 Create Tag: ACRIS GA4 - RemoveFromCart Event

New Tag with name: ACRIS GA4 - RemoveFromCart Event

Tag type: Google Analytics: GA4-Ereignis

Measurement-ID: {{ACRIS - Analytics - Mess ID}}

Event name: {{ACRIS RemoveFromCart}}

Event parameters:

Field name	Value
currency	EUR
items	{{ACRIS - GA4 items mapped}}
value	{{ACRIS total value}}

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update


Trigger: ACRIS remove-from-cart event + Consent

„Save“


ACRIS GA4 - RemoveFromCart Event
Speichern

Tag-Konfiguration

Tag-Typ


Google Analytics: GA4-Ereignis
Google Analytics

Mess-ID
{{ACRIS - Analytics - Mess ID}}


In diesem Container wurde ein Google-Tag gefunden

Ereignisname ⓘ
{{ACRIS RemoveFromCart}}

Ereignisparameter

Ereignisparameter		Wert
currency	✓	{{ACRIS Currency}}
items	✓	{{ACRIS - GA4 items mapped}}
value	✓	{{ACRIS Total Value}}

Tag-Reihenfolge ⓘ
Setup-Tag
Google Consent Mode Update

4.3.5 Create Tag: ACRIS Purchase Event

New Tag with name: ACRIS Purchase Event

Tag type: Google Analytics: GA4-Ereignis

Measurement -ID: {{ACRIS - Analytics - Mess ID}}

Event name: purchase

Event parameters:

Field name	Value
transaction_id	{{ACRIS Bestellnummer}}
value	{{ACRIS Conversion Value}}
currency	EUR
affiliation	{{ACRIS affiliation}}
items	{{ACRIS - GA4 items mapped}}
shipping	{{ACRIS shipping}}
tax	{{ACRIS tax}}

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update

Trigger: ACRIS Checkout Page + Consent

„Save“

Tag-Konfiguration

Tag-Typ




Google Analytics: GA4-Ereignis
Google Analytics

Mess-ID

{{ACRIS - Analytics - Mess ID}}



In diesem Container wurde ein Google-Tag gefunden

Ereignisname 

purchase

Ereignisparameter

Ereignisparameter

Wert

transaction_id



{{ACRIS Ordernumber}}

value



{{ACRIS Conversion Value}}

currency



{{ACRIS Currency}}

affiliation



{{ACRIS Affiliation}}

items



{{ACRIS - GA4 items mapped}}

shipping




{{ACRIS Shipping}}

tax



{{ACRIS Tax}}

Tag-Reihenfolge 

Setup-Tag

Google Consent Mode Update

Trigger

Auslösende Trigger



ACRIS Checkout Page + Analytics Consent
Trigger-Gruppe

5 Setting up the Google Tag Manager for Google Ads

5.1 Create required variables

5.1.1 Create variable: ACRIS Cookie - Ads VAR


Create new variable with name: ACRIS Cookie – Ads VAR

Variable type: Datalayer variable

Datalayer variable name: acrisCookie._gcl_au

Datalayer version: Version 2


„Save“

ACRIS Cookie - Ads VAR 

Speichern

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ
acrisCookie._gcl_au

Datenschichtversion
Version 2

5.1.2 Create variable: ACRIS - Ecomm – pagetype


Create new variable with name: ACRIS - Ecomm - pagetype

Variable type: Datalayer variable

Datalayer variable name: google_tag_params.ecomm_pagetype

Datalayer version: Version 2


„Save“

ACRIS - Ecomm - pagetype 

Speichern

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ
google_tag_params.ecomm_pagetype

Datenschichtversion
Version 2

5.1.3 Create variable: ACRIS - Ecomm - prodid


Create new variable with name: ACRIS - Ecomm - prodid

Variable type: Datalayer variable

Datalayer variable name: google_tag_params.ecomm_prodid

Datalayer version: Version 2


„Save“

ACRIS - Ecomm - prodid 

Speichern

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ
google_tag_params.ecomm_prodid

Datenschichtversion
Version 2

5.1.4 Create variable: ACRIS - Ecomm - totalvalue


Create new variable with name: ACRIS - Ecomm - totalvalue

Variable type: Datalayer variable

Datalayer variable name: google_tag_params.ecomm_totalvalue

Datalayer version: Version 2


„Save“

ACRIS - Ecomm - totalvalue 

Speichern

Variable konfigurieren

Variablentyp

 Datenschichtvariable

Name der Datenschichtvariablen ⓘ
google_tag_params.ecomm_totalvalue

Datenschichtversion
Version 2


5.1.5 Create variable: ACRIS - Conversion ID

Create new variable with name: ACRIS - Conversion ID

Variable type: Constant

Value: ***** (Conversion ID of the Google Ads Instance)


„Save“

ACRIS - Conversion ID 

Speichern

Variable konfigurieren

Variablentyp

 Konstant

Wert
1234567890


5.1.6 Create variable: ACRIS - Conversion Label - Add to Cart

Create new variable with name: ACRIS - Conversion Label - Add to Cart

Variable type: Constant

Value: ***** (Conversion Label of the Add to Cart Instance in Google Ads)


„Save“

ACRIS - Conversion Label - Add to Cart 

Speichern

Variable konfigurieren

Variablentyp

 Konstant

Wert
123_456_7890


5.1.7 Create variable: ACRIS - Conversion Label - Purchase

Create new variable with name: ACRIS - Conversion Label - Purchase

Variable type: Constant

Value: ***** (Conversion Label of the Purchase Instance in Google Ads)


„Save“

ACRIS - Conversion Label - Purchase 

Speichern

Variable konfigurieren

Variablentyp

 Konstant

Wert

123_456_7890


5.1.8 Create variable: ACRIS - Conversion Label - Start Checkout

Create new variable with name: ACRIS - Conversion Label - Start Checkout

Variable type: Constant

Value: ***** (Conversion Label of the Start Checkout Instance in Google Ads)


„Save“

ACRIS - Conversion Label - Start Checkout 

Speichern

Variable konfigurieren

Variablentyp

 Konstant

Wert

123_456_7890

5.2 Create required Triggers

5.2.1 Create Trigger: ACRIS Cookie Ads Trigger

New Trigger with name: ACRIS Cookie Ads Trigger

Trigger type: User-defined event

Event name: acrisCookieStateChanged

Do not activate: Use match with regular expression

Some user-defined events:

ACRIS Cookie – **Ads VAR** **is** true

„Save“

ACRIS Cookie Ads Trigger 

Speichern

Triggerkonfiguration

Triggertyp



Benutzerdefiniertes Ereignis

Ereignisname

acrisCookieStateChanged

Diesen Trigger auslösen bei:

ACRIS Cookie - Ads VAR ist gleich true

5.2.2 Create Trigger: ACRIS Checkout Page + Ads Consent

New Trigger with name: ACRIS Checkout Page + Ads Consent

Trigger type: Trigger-Group

Triggers:


ACRIS ACRIS Checkout Page

ACRIS Cookie Ads Trigger

Trigger the trigger at:

All conditions


„Save“


ACRIS Checkout Page + Ads Consent 


Speichern

Triggerkonfiguration


Triggertyp

 **Trigger-Gruppe**

Triggers 

 **ACRIS Checkout Page**
Trigger

UND

 **ACRIS Cookie Ads Trigger**
Trigger

Diesen Trigger auslösen bei:
Alle Bedingungen

5.2.3 Create Trigger: ACRIS add_to_cart event + Ads Consent

New Trigger with name: ACRIS add-to-cart event + Ads Consent

Trigger type: Trigger-Group

Triggers:

- ACRIS add_to_cart event
- ACRIS Cookie Ads Trigger

Trigger the trigger at:

All conditions

„Save“


ACRIS add_to_cart event + Ads Consent 


Speichern

Triggerkonfiguration


Triggertyp

 **Trigger-Gruppe**

Triggers 

 **ACRIS add_to_cart event**
Trigger

UND

 **ACRIS Cookie Ads Trigger**
Trigger

Diesen Trigger auslösen bei:

Alle Bedingungen

5.3 Create required Tags

5.3.1 Create Tag: **ACRIS - Conversion Verknüpfung**

New Tag with name: ACRIS – Conversion Verknüpfung


Tag type: Conversion Link

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update

Trigger: ACRIS Cookie Ads Trigger


„Save“

ACRIS - Conversion Verknüpfung 


Speichern

Tag-Konfiguration

Tag-Typ

 **Conversion-Verknüpfung**
Google


Keine Konfiguration erforderlich. [Weitere Informationen](#)

Tag-Reihenfolge 

Setup-Tag
Google Consent Mode Update

Trigger

Auslösende Trigger

 **ACRIS Cookie Ads Trigger**
Benutzerdefiniertes Ereignis

5.3.2 Create Tag: ACRIS - Conversion Tracking - Remarketing

New Tag with name: ACRIS – Conversion Tracking - Remarketing

Tag type: Google Ads-Remarketing

User-defined parameters: Specify manually

ecomm_pagetype	{{ACRIS - Ecomm - pagetype}}
ecomm_prodid	{{ACRIS - Ecomm - prodid}}
ecomm_totalvalue	{{ACRIS - Ecomm - totalvalue}}

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update


Trigger: ACRIS Cookie Ads Trigger


„Save“


ACRIS - Conversion Tracking - Remarketing
Speichern

Tag-Konfiguration

Tag-Typ


Google Ads-Remarketing
Google Ads



Es wurde ein Tag vom Typ "Conversion-Verknüpfung" im Container gefunden.

Conversion-ID 

{{ACRIS - Conversion ID}}

Benutzerdefinierte Parameter
Manuell angeben

Schlüssel	Wert
ecomm_pagetype	{{ACRIS - Ecomm - pagetype}}
ecomm_prodid	{{ACRIS - Ecomm - prodid}}
ecomm_totalvalue	{{ACRIS - Ecomm - totalvalue}}


Tag-Reihenfolge 

Setup-Tag

Google Consent Mode Update

Trigger

Auslösende Trigger


ACRIS Cookie Ads Trigger
Benutzerdefiniertes Ereignis

5.3.3 Create Tag: ACRIS - Conversion Tracking - Add to Cart

New Tag with name: ACRIS – Conversion Tracking – Add to Cart

Tag type: Google Ads-Conversion-Tracking

Conversion-ID: {{ACRIS - Conversion ID}}

Conversion-Label: {{ACRIS - Conversion Label - Add to Cart}}

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update


Trigger: ACRIS add_to_cart event + Ads Consent

„Save“

ACRIS - Conversion Tracking - Add to cart
Speichern

Tag-Konfiguration

Tag-Typ


Google Ads-Conversion-Tracking
Google Ads

✓ Es wurde ein Tag vom Typ "Conversion-Verknüpfung" im Container gefunden.

Conversion-ID ?
{{ACRIS - Conversion ID}}


Conversion-Label ?
{{ACRIS - Conversion Label - Add to Cart}}

Tag-Reihenfolge ?

Setup-Tag
Google Consent Mode Update

Trigger

Auslösende Trigger


ACRIS add_to_cart event + Ads Consent
Trigger-Gruppe

5.3.4 Create Tag: ACRIS - Conversion Tracking – Purchase

New Tag with name: ACRIS – Conversion Tracking – Purchase

Tag type: Google Ads-Conversion-Tracking

Conversion-ID: {{ACRIS - Conversion ID}}

Conversion-Label: {{ACRIS - Conversion Label - Purchase}}

Conversion-Value: {{ACRIS Conversion Value}}

Transaction-ID: {{ACRIS Ordernumber}}

Currency-Code: {{ACRIS Currency}}


Shipping information => Shipping: {{ACRIS Shipping}}

Tag order (can be found under Advanced settings)

Trigger a tag before the tag is triggered: Google Consent Mode Update


Trigger: ACRIS Checkout Page + Ads Consent

„Save“


ACRIS - Conversion Tracking - Purchase 
Speichern


Tag-Konfiguration


Tag-Typ




Google Ads-Conversion-Tracking
Google Ads

 Es wurde ein Tag vom Typ "Conversion-Verknüpfung" im Container gefunden.


Conversion-ID 
{{ACRIS - Conversion ID}}

Conversion-Label 
{{ACRIS - Conversion Label - Purchase}}


Conversion-Wert
{{ACRIS Conversion Value}}

Transaktions-ID 
{{ACRIS Ordernumber}}

Währungscode
{{ACRIS Currency}}

✓ Versandinformationen 

Versandkosten
 {{ACRIS Shipping}}

Tag-Reihenfolge 

Setup-Tag
Google Consent Mode Update

6 Known problems & solutions

6.1 Implementing scripts via the GTM (example FBMessenger)

6.1.1.1 Shopware Admin

Create new cookie in Shopware (Settings -> Extensions -> EU Cookie Policy Pro -> Cookies)
Example "FBMessenger"

Cookie settings English Cancel Save

Identification

Cookie-ID * ?

cFBMessenger

☒ Active

Cookie group: *

Service

Customer information


Title *

Facebook Messenger

Providers

Facebook

Description



 Unser Kundenservice Chat erfolgt auf Basis des Facebook Messengers. Hier können wir Dir im Chat helfen. Du kannst mit deinem Facebook-Profil (empfohlen) mit uns kommunizieren oder als Gast. Als Gast wird der Chat auf Facebook nach 24h gelöscht.

6.1.1.2 Google Tag Manager

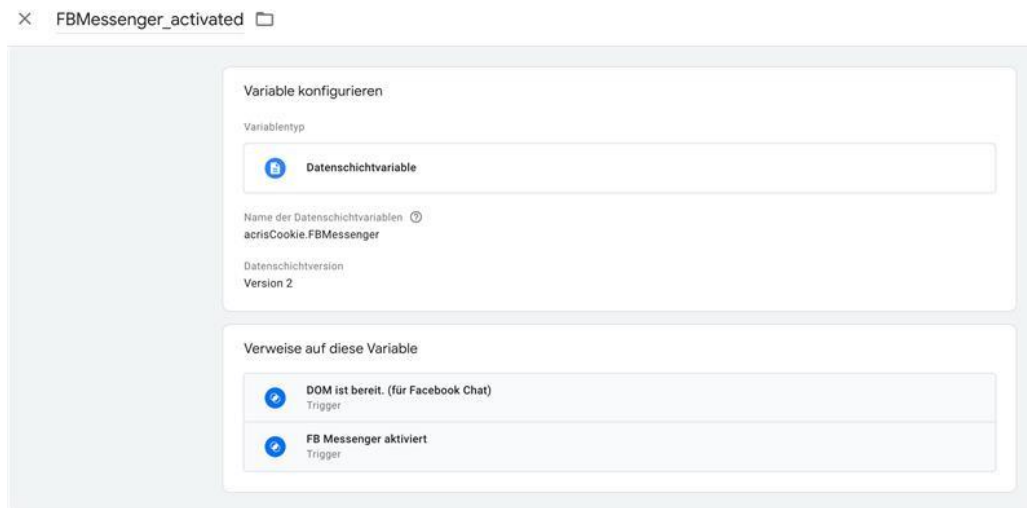
Create a new Variable:

Name: FBMessenger_activated

Datalayer variable name: **acrisCookie.FBMessenger**

(see chapter **Error! Reference source could not be found.**)

(the name of the data layer variable preceded by **acrisCookie.** and the cookie name created in the Shopware backend)



The screenshot shows the Google Tag Manager interface for configuring a variable named 'FBMessenger_activated'. The configuration is as follows:

- Variable konfigurieren**
 - Variablentyp:** Datenschichtvariable
 - Name der Datenschichtvariablen:** acrisCookie.FBMessenger
 - Datenschichtversion:** Version 2
- Verweise auf diese Variable**
 - DOM ist bereit. (für Facebook Chat) Trigger
 - FB Messenger aktiviert Trigger


Create a new Triggers:

Name FB Messenger activated (see chapter Error! Reference source could not be found.)

Trigger type: User-defined event


Event name: acrisCookieStateChanged

Trigger the trigger at: **FBMessenger_activated is true**

× FB Messenger aktiviert 

Triggerkonfiguration

Triggertyp

 Benutzerdefiniertes Ereignis


Ereignisname

acrisCookieStateChanged


Diesen Trigger auslösen bei:

FBMessenger_activated ist gleich true

Verweise auf diesen Trigger


 FB Chat Tag


Create tag, assign trigger and insert code: **FB Messenger** (see chapter **Error! Reference source could not be found.**)

× FB Chat 

Tag-Konfiguration

Tag-Typ

 Benutzerdefiniertes HTML Benutzerdefiniertes HTML-Tag


HTML 

```

1 <script>
2   window.fbAsyncInit = function() {
3     FB.init({
4       xfbml      : true,
5       version     : 'v9.0'
6     });
7   };
8   (function(d, s, id) {
9     var js, fjs = d.getElementsByTagName(s)[0];
10    if (d.getElementById(id)) return;
11    js = d.createElement(s); js.id = id;
12    js.src = 'https://connect.facebook.net/de_DE/sdk/xfbml.customerchat.js';
13    fjs.parentNode.insertBefore(js, fjs);
14  })(document, 'script', 'facebook-jssdk');</script>
15
16
17 <script>
18   (function() {
19     // Modifiziere die xfbml-Attribute hier
        
```

Trigger

Auslösende Trigger

 FB Messenger aktiviert Benutzerdefiniertes Ereignis

If you want to integrate other scripts, this would be done analogously, but it is important that you name the variable 1:1 as you create it in the Shopware backend for cookies (case-sensitive).

7 Contact



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Fr 8-13:00 Uhr

Professional e-commerce solutions from Linz / Austria

ACRIS employs a number of specialists in the fields of e-commerce, multichannel sales and online marketing. The team of motivated and highly qualified experts has been able to build up and constantly expand its expertise in numerous e-commerce projects over more than 15 years.

Shopware is an important addition for ACRIS in the area of high-quality standard e-commerce systems.

If you are looking for a partner for intelligent, usability-optimized and process-controlled e-commerce systems, then ACRIS is the right partner for you.

The ACRIS service spectrum

With online stores, the focus is always on customer benefit and usability. ACRIS focuses on holistic e-commerce projects. During the design phase, the focus is on the optimum performance of complex product marketing.

The experience of the ACRIS team

In addition to Shopware, we also have experience in integrating numerous third-party systems such as Factfinder, Prudsys and various payment providers.

The competences

The certified project managers not only master the e-commerce area, but also the downstream processes and the connection to third-party systems such as CRM, merchandise management or shipping systems.

In addition, the ACRIS online marketing team masters the SEO optimization of online stores and websites, increasing the conversion rate and performance-oriented marketing.

References of ACRIS

Our customers from the B2C / B2B retail sectors are among the leading companies in their industries in Austria, Germany and Switzerland.