GURUCODERS · PRESTASHOP MODULE

Awesome GTM - Google Tag Manager & GA4 Enhanced Ecommerce

User manual · version 6.1.0

Overview

Awesome GTM pushes your store's ecommerce data into the Google Tag Manager `dataLayer` in the GA4 ecommerce format. Google Analytics 4, and any other tag you run in GTM, receives product views, category listings, cart changes and purchases.

The module adds the GTM container snippet (and its `<noscript>` fallback) to the storefront and pushes one event per page. It also generates a ready-to-import GTM container with a GA4 configuration tag and one GA4 event tag + trigger per ecommerce event, so the GTM side does not have to be configured by hand.

Module technical name: `awesomegtm`. Version 6 is a complete rewrite of the module by GuruCoders.

Installation

1. In the back office go to **Modules > Module Manager**, click **Upload a module** and select the `awesomegtm` archive.
2. After the installation, click **Configure**.

The installer creates two log tables and two back-office pages, **GTM Orders** and **GTM Datalayer**, under **Advanced Parameters** (under **Stats** on PrestaShop 1.6). Uninstalling the module deletes its settings and both logs.

Quick start

1. Create a GTM container at **tagmanager.google.com** if you do not already have one, and copy its ID (it looks like `GTM-XXXXXXX`).
2. On the module's settings page, paste the ID into **GTM Container ID**, turn on **Enable tracking** and click **Save**. Tracking only runs when both are set.
3. Click **Download GTM container (.json)** and import the file into GTM (see the next section).

Importing the GTM container

The downloaded file (`awesomegtm-gtm-container.json`) is a standard GTM container export. It contains:

Item	Type	What it does
CONST - GA4 Measurement ID	Constant variable	Holds your GA4 Measurement ID. The only value you must fill in.
GA4 - Configuration	GA4 configuration tag	Fires on **All Pages**.
GA4 Event - View Item, View Item List, Add To Cart, Remove From Cart, Purchase	GA4 event tags	One tag per event, each fired by a Custom Event trigger (`CE - view_item` , …) with **Send Ecommerce Data** enabled.
Google Ads - Dynamic Remarketing	Google Ads remarketing tag	Imported **paused**. Optional, see Dynamic Remarketing.

1. In GTM, open your container and go to **Admin > Import Container**.
2. Choose the downloaded `.json` file.
3. Pick a workspace, then choose **Merge** (or **Overwrite** on a brand new container).
4. Confirm. The new tags, triggers and variables appear in your workspace.
5. Open the **CONST - GA4 Measurement ID** variable and replace the placeholder with your GA4 Measurement ID (`G-XXXXXXXXXX`).
6. Check everything in **Preview** mode, then **Submit** and publish the container.

Events sent to the dataLayer

Event	Fires when	Content
`view_item`	A product page is viewed	One item with ID, name, reference, brand, category path, variant, price and quantity; `value` is the unit price.
`view_item_list`	A category page is viewed	The category's products (first page of results), with list ID `cat_<id>` , list name and position. Capped by *Max items per listing event*.
`add_to_cart` , `remove_from_cart`	The cart is updated in the storefront	Requested asynchronously from the module's endpoint, then pushed to the `dataLayer` . Uses PrestaShop's `updateCart` front-end event (PrestaShop 1.7 and newer) and requires the shopping cart module's Ajax option.

`purchase`	The order confirmation page is displayed	`transaction_id` (order ID), currency, `value`, totals with and without tax, tax, shipping, discounts, the ordered products with their order prices, and a `customer` block. Optionally `first_order`.
`homepage`, `pagenotfound`, other page types	Any other page	`pageCategory` identifies the page type (the PrestaShop controller name).

> **Privacy note.** The `customer` block of the purchase event contains the customer's email address, phone number and billing address from the order, plus the number of previous orders. Make sure your consent setup and the tags you run in GTM handle this data according to your privacy policy.

Settings reference

Google Tag Manager

Setting	Description
Enable tracking	Turns tracking on. Nothing is output until this is on and a container ID is set.
GTM Container ID	Your container ID, format `GTM-XXXXXXX`.
Load the GTM script tag automatically	On by default. Turn it off if you load `gtm.js` yourself; the module then only pushes the dataLayer events.
Custom GTM tag HTML	Replaces the default `<script>` loader (not the `dataLayer.push()`). Leave empty to use the default snippet.
Custom GTM noscript HTML	Replaces the default `<noscript><iframe>` fallback. Leave empty to use the default.
Download GTM container (.json)	Downloads the container export described above, labelled with your container ID.

Product data

Setting	Description
Product ID format	*Product ID - Combination ID* (default), *Product ID only* or *Reference* (falls back to the product ID when empty). Used as `item_id`.
Include combination ID in item_id	For the *Product ID - Combination ID* format: adds the combination ID (the default combination when none is selected).
ID separator	Character between product ID and combination ID. Default `-`.
Product name source	Product name, or reference (falls back to the name).
Category name source	Category name, or meta title (falls back to the name).
Send full category path	Sends `item_category`, `item_category2`, … for the product's default category path instead of a single level.
Max items per listing event	Maximum number of products in `view_item_list`. `0` = no limit.
Include stock quantity	Adds the available quantity as `stock`.
Include wholesale price	Adds the product's wholesale price.
Main price includes tax	Whether `price` and `value` include tax. On by default.
Include both tax-excl. and tax-incl. price fields	Adds `price_tax_exc` and `price_tax_inc` to every item.
Data language	Language used for product and category names. *Visitor's language* (default) or a fixed store language.

Checkout events

Setting	Description
Flag first-time purchases	Adds a top-level `first_order` boolean to the purchase event.

Dynamic Remarketing

Setting	Description
Send google_tag_params	Adds `google_tag_params` (`ecomm_prodid`, `ecomm_pagetype`, `ecomm_totalvalue`) to the product, category, cart and purchase events, for Google Ads Dynamic Remarketing. In GTM, fill in your Conversion ID on the imported *Google Ads - Dynamic Remarketing* tag and un-pause it.

Advanced

Setting	Description
Keep a debug log of pushed events	Records the page and cart events built by the module under **Advanced Parameters > GTM Datalayer**. Off by default; keep it off on high-traffic stores.

Back-office logs

GTM Orders lists one row per order recorded by the module (when its confirmation page builds the purchase event or when its status changes), with the status and the dates. **GTM Datalayer** shows the debug log (when enabled), newest first; entries can be deleted to clear the log.

Verifying that it works

1. Open your store in a new tab, open the browser console and type `window.dataLayer`. You should see the pushed events.
2. Or use GTM **Preview** mode to see the tags firing live.
3. Optionally enable *Keep a debug log of pushed events* and check **Advanced Parameters > GTM Datalayer**.

Troubleshooting

- **Nothing in the dataLayer:** check that *Enable tracking* is on and the container ID is filled in.
- **No add_to_cart / remove_from_cart events:** check that the Ajax option of the shopping cart module is enabled.
- **Events in the dataLayer but no data in GA4:** check that the GTM container is published and that the *CONST - GA4 Measurement ID* variable holds your real Measurement ID.
- **Wrong prices:** check that *Main price includes tax* matches how you report revenue in GA4.

Upgrading from versions older than 6.0

Version 6 stores all settings in a single configuration entry (`AWESOMEGTM_SETTINGS`) instead of the previous individual keys. After upgrading, review the settings page and enter your container ID and options again. The event names and dataLayer structure are the same as before. The Google Customer Reviews badge integration is no longer part of the module.