

Tool: GTM

Requirements: Shopify backend access, [Google Shopping App](#) & GCM

1	Create a Variable
Variable Name:	google_tag_params
Variable Type:	DataLayer Variable
Variable Name:	google_tag_params
2	Create a new Trigger
Trigger Name:	Remarketing Event
Trigger Type:	Custom Event
Event Name:	fireRemarketingTag
Condition:	[event equals fireRekarketing Tag]
3	Tag Name: GAds Dynamic Remarketing Tag
4	Tag Type: Google Ads > Google Ads Remarketing
5	Conversion ID - Create a New Variable
Variable Name:	Conversion ID
Variable Type:	Constant
Value:	Use client's Google Ads Remarketing Tag Conversion ID
6	Custom Parameters: Use DataLayer
7	DataLayer Variable: google_tag_params
8	Fire On: Google Ads Remarketing Event
9	Create Tag
10	Create a Variable
Variable Name:	ecomm_prodid
Variable Type:	DataLayer Variable
Variable Name:	google_tag_params.ecomm_prodid
11	Create a Variable
Variable Name:	ecomm_pagetype
Variable Type:	DataLayer Variable
Variable Name:	google_tag_params.ecomm_pagetype
12	Create a Variable
Variable Name:	ecomm_totalvalue
Variable Type:	DataLayer Variable
Variable Name:	google_tag_params.ecomm_totalvalue
13	Create Tag
14	Tag Name: GA- Dynamic Remarketing
15	Tag Type: Universal Analytics
16	Track Type: Event

17	Category:	GA Dynamic Remarketing
18	Action:	Page
19	Label:	{{ecomm_pagetype}}
20	Value:	{{ecomm_totalvalue}}
21	Non_Interaction Hit:	True
22	Click on “Enable overriding settings in this tag”	
23	Tracking ID	Enter the Tracking ID of the Google Analytics Account
24	Click on “More Settings”	
25	Under Custom Dimensions	
	Index: 1 ;	Dimension Value: {{ecomm_prodid}}
	Index: 2 ;	Dimension Value: {{ecomm_pagetype}}
	Index: 3 ;	Dimension Value: {{ecomm_totalvalue}}
26	Add Trigger to fire on All Pages	
27	Save Tag	
28	Check if tag is firing. Always Preview and load the website with the GTM debugger mode on	
29	If it's firing, then Publish	
30	Check if tag is installed correctly by loading the website and check with Google Tag Assistant plugin	
31	Add the code on the shopify site as mentioned in this Guide	
32	Go to GA	
33	Go to Admin > Audience Definitions > Dynamic Attributes	
34	Create a New Attribute	
	Business Type:	
	View:	
	Destination:	
35	Next Step	
36	Dynamic Attributes:	
	Product ID:	ecomm_prodid
	Page Type:	ecomm_pagetype
	Total Value:	ecomm_totalvalue
37	Save	
38	Go to Admin > Custom Definitions > Custom Dimensions	
39	Add Custom Dimensions	
	Name:	ecomm_prodid
	Scope:	Hit
40	Add Custom Dimension	
	Name:	ecomm_pagetype
	Scope:	Hit
41	Add Custom Dimension	
	Name:	ecomm_totalvalue
	Scope:	Hit
42	Once all 3 are create cross check that the index number for each of these match the Custom Dimensions mentioned in the GA Dynamic remarketing Tag in step 22	