

GA4 + Google Ads

Implementación Ecommerce en Shopify

Agencia: [VisibilidadOn](#)

Autor: Pere Pla

GTM Container

xxx

**GA4
Measurement ID**

xxx

Google Ads ID

xxx

**Merchant
Center ID**

xxxx

Formato Item ID

shopify_"rellenar con lo que tenga"_{product_id}_{variant_id}

1. Arquitectura de la implementación

La implementación utiliza dos canales principales para enviar datos a GA4 y Google Ads:

Canal	Eventos	Destino
GTM + dataLayer	view_item, view_item_list, view_cart	GA4 via GTM
Customer Events Pixel	purchase, begin_checkout, add_shipping_info, add_payment_info, add_to_cart	GA4 Measurement Protocol + Google Ads gtag

Motivo: El checkout de Shopify plan estándar corre en un iframe sandboxado (checkout.shopify.com) al que GTM no tiene acceso. Los Customer Events son la única vía para capturar eventos en el checkout.

2. theme.liquid

Archivo: /layouts/theme.liquid — Añadido en el <head> después de {{ content_for_header }}

2.1 DataLayer Init

```
<!-- DataLayer init -->
<script>
  window.dataLayer = window.dataLayer || [];
</script>
```

2.2 Bridge postMessage (seguridad)

Filtra eventos de Eventos de cliente hacia el dataLayer. Actualmente sin eventos activos ya que los checkout events van directo via Measurement Protocol.

```
<!-- Bridge postMessage seguridad -->
<script>
  window.addEventListener("message", function(event) {
    if (event.data && event.data.event) {
      var allowedEvents = [
        "purchase",
        "begin_checkout",
        "add_shipping_info",
        "add_payment_info"
      ];
      if (allowedEvents.indexOf(event.data.event) !== -1) {
        window.dataLayer = window.dataLayer || [];
        window.dataLayer.push({ ecommerce: null });
        window.dataLayer.push(event.data);
      }
    }
  });
</script>
```

2.3 view_cart — Cart Drawer (MutationObserver)

Detecta cuando el cart drawer lateral pierde la clase hdt-hidden y dispara view_cart via fetch a /cart.js. No se dispara en la página /cart para evitar duplicados.

```
<!-- GA4 view_cart - Cart Drawer -->
```

```

<script>
(function() {
  var cartDrawerFired = false;

  function fireViewCart() {
    fetch("/cart.js")
    .then(function(r) { return r.json(); })
    .then(function(cart) {
      if (cart.item_count === 0) return;
      window.dataLayer = window.dataLayer || [];
      window.dataLayer.push({ ecommerce: null });
      window.dataLayer.push({
        event: "view_cart",
        ecommerce: {
          currency: cart.currency,
          value: cart.total_price / 100,
          items: cart.items.map(function(item, index) {
            return {
              item_id: "shopify_rellena_con_tusdatos_" + item.product_id + "_" + item.variant_id,
              item_name: item.product_title,
              item_brand: item.vendor,
              item_category: item.product_type,
              item_variant: item.sku || "",
              price: item.price / 100,
              quantity: item.quantity,
              index: index
            };
          })
        }
      });
      cartDrawerFired = false;
    });
  }

  document.addEventListener("DOMContentLoaded", function() {
    // No disparar en página /cart, ya tiene su propio evento
    if (window.location.pathname === "/cart") return;

    var drawer = document.getElementById("CartDrawer");
    if (!drawer) return;

    var observer = new MutationObserver(function(mutations) {
      mutations.forEach(function(mutation) {
        if (mutation.attributeName === "class") {
          var isVisible = !drawer.classList.contains("hdt-hidden");
          if (isVisible && !cartDrawerFired) {
            cartDrawerFired = true;
            fireViewCart();
          }
        }
      });
    });

    observer.observe(drawer, { attributes: true });
  });
})();

```

```
</script>
<!-- End GA4 view_cart - Cart Drawer -->
```

2.4 GTM Snippet

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({"gtm.start":
new Date().getTime(),event:"gtm.js"});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=!/"dataLayer"?&l="+l:"";j.async=true;j.src=
"https://www.googletagmanager.com/gtm.js?id="+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,"script","dataLayer","rellena_con_tusdatos");</script>
<!-- End Google Tag Manager -->
```

2.4.1 por debajo del <body>

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=rellena_con_tusdatos"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

3. main-product.liquid

Archivo: /sections/main-product.liquid — Añadido justo antes del {% schema %}

Evento: view_item

```
<!-- GA4 view_item event -->
{% if product %}
<script>
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({ ecommerce: null });
window.dataLayer.push({
  event: "view_item",
  ecommerce: {
    currency: {{ shop.currency | json }},
    value: {{ product.selected_or_first_available_variant.price | divided_by: 100.0 }},
    items: [{
      item_id: "shopify_rellena_con_tusdatos_{{ product.id }}_{{
product.selected_or_first_available_variant.id }}",
      item_name: {{ product.title | json }},
      item_brand: {{ product.vendor | json }},
      item_category: {{ product.type | json }},
      item_variant: {{ product.selected_or_first_available_variant.sku | json }},
      price: {{ product.selected_or_first_available_variant.price | divided_by: 100.0 }},
      index: 0,
      quantity: 1
    }]
  }
});
</script>
{% endif %}
<!-- End GA4 view_item event -->
```

4. main-collection.liquid

Archivo: /sections/main-collection.liquid — Añadido justo antes del {% schema %}

Evento: view_item_list

```
<!-- GA4 view_item_list event -->
{% if collection.products.size > 0 %}
<script>
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({ ecommerce: null });
window.dataLayer.push({
  event: "view_item_list",
  ecommerce: {
    item_list_id: "{{ collection.handle }}",
    item_list_name: {{ collection.title | json }},
    items: [
      {% for product in collection.products %}
      {
        item_id: "shopify_rellena_con_tusdatos_{{ product.id }}_{{
product.selected_or_first_available_variant.id }}",
        item_name: {{ product.title | json }},
        item_brand: {{ product.vendor | json }},
        item_category: {{ product.type | json }},
        item_variant: {{ product.selected_or_first_available_variant.sku | json }},
        price: {{ product.price | divided_by: 100.0 }},
        index: {{ forloop.index0 }},
        item_list_id: "{{ collection.handle }}",
        item_list_name: {{ collection.title | json }}
      }{% unless forloop.last %},{% endunless %}
      {% endfor %}
    ]
  }
});
</script>
{% endif %}
<!-- End GA4 view_item_list event -->
```

5. main-cart.liquid

Archivo: /sections/main-cart.liquid — Añadido justo antes del {% schema %}

Evento: view_cart

```
<!-- GA4 view_cart event -->
{% if cart.item_count > 0 %}
<script>
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({ ecommerce: null });
window.dataLayer.push({
  event: "view_cart",
  ecommerce: {
    currency: {{ cart.currency.iso_code | json }},
    value: {{ cart.total_price | divided_by: 100.0 }},
    items: [
      {% for item in cart.items %}
      {
        item_id: "shopify_rellena_con_tusdatos_{{ item.product_id }}_{{ item.variant_id }}",
        item_name: {{ item.product.title | json }},
        item_brand: {{ item.product.vendor | json }},
        item_category: {{ item.product.type | json }},
        item_variant: {{ item.variant.sku | json }},
        price: {{ item.variant.price | divided_by: 100.0 }},
        quantity: {{ item.quantity }},
        index: {{ forloop.index0 }}
      }{% unless forloop.last %},{% endunless %}
      {% endfor %}
    ]
  }
});
</script>
{% endif %}
<!-- End GA4 view_cart event -->
```

6. Eventos de cliente Pixel

Ubicación: Shopify Admin → Configuración → Eventos de cliente → Pixel personalizado

Constantes y funciones de utilidad

```
const GA4_MEASUREMENT_ID = "xxx";
const GA4_API_SECRET = "xxx";
const GOOGLE_ADS_ID = "xxx";
const CONVERSION_PURCHASE = "xxx";
const CONVERSION_ADD_TO_CART = "xxx";
const CONVERSION_BEGIN_CHECKOUT = "xxx";
const ID_PREFIX = "shopify_rellenar con lo que tenga_";

function buildItemId(productId, variantId) {
  const pid = String(productId || "").replace("gid://shopify/Product/", "");
  const vid = String(variantId || "").replace("gid://shopify/ProductVariant/", "");
  return ID_PREFIX + pid + "_" + vid;
}

function sendGA4(clientId, events) {
  fetch(
    "https://www.google-analytics.com/mp/collect?measurement_id=" +
    GA4_MEASUREMENT_ID + "&api_secret=" + GA4_API_SECRET,
    { method: "POST", body: JSON.stringify({ client_id: clientId, events: events }) }
  ).catch(err => console.error("GA4 MP error:", err));
}

function getClientId() {
  const gaCookie = document.cookie.split(";").find(c => c.trim().startsWith("_ga="));
  if (gaCookie) {
    const parts = gaCookie.trim().split(".");
    if (parts.length >= 4) return parts[2] + "." + parts[3];
  }
  return Math.random().toString(36).slice(2) + "." + Date.now();
}

function mapItems(lineItems) {
  return lineItems.map((item, index) => ({
    item_id: buildItemId(item.variant?.product?.id, item.variant?.id),
    item_name: item.title,
    item_brand: item.variant?.product?.vendor || "",
    item_category: item.variant?.product?.type || "",
    item_variant: item.variant?.sku || "",
    price: parseFloat(item.variant?.price?.amount || 0),
    quantity: item.quantity,
    index: index
  }));
}

// Inicializar gtag para Google Ads
```

```
(function() {
  window.dataLayer = window.dataLayer || [];
  function gtag(){ dataLayer.push(arguments); }
  window.gtag = gtag;
  gtag("js", new Date());
  gtag("config", GOOGLE_ADS_ID);
  var script = document.createElement("script");
  script.async = true;
  script.src = "https://www.googletagmanager.com/gtag/js?id=" + GOOGLE_ADS_ID;
  document.head.appendChild(script);
})();
```

Detalle del script

purchase — GA4 + Google Ads

```
analytics.subscribe("checkout_completed", (event) => {
  const order = event.data.checkout;
  const clientId = getClientId();
  const transactionId = String(order.order.id);
  const value = parseFloat(order.totalPrice.amount);
  const currency = order.currencyCode;
  const tax = parseFloat(order.totalTax?.amount || 0);
  const shipping = parseFloat(
    order.delivery?.selectedDeliveryOptions?.[0]?.cost?.amount ||
    order.shippingLine?.price?.amount || 0
  );
  const coupon = order.discountApplications?.[0]?.title || "";

  sendGA4(clientId, [{
    name: "purchase",
    params: { transaction_id: transactionId, value, tax, shipping, currency, coupon,
      items: mapItems(order.lineItems) }
  }]);

  gtag("event", "conversion", {
    send_to: GOOGLE_ADS_ID + "/" + CONVERSION_PURCHASE,
    value, currency, transaction_id: transactionId
  });
});
```

begin_checkout — GA4 + Google Ads

```
analytics.subscribe("checkout_started", (event) => {
  const checkout = event.data.checkout;
  const value = parseFloat(checkout.totalPrice.amount);
  const currency = checkout.currencyCode;
```

```
sendGA4(getClientId(), [{
  name: "begin_checkout",
  params: { currency, value,
    coupon: checkout.discountApplications?.[0]?title || "",
    items: mapItems(checkout.lineItems) }
}]);

gtag("event", "conversion", {
  send_to: GOOGLE_ADS_ID + "/" + CONVERSION_BEGIN_CHECKOUT,
  value, currency
});
});
```

add_shipping_info — GA4

```
analytics.subscribe("checkout_shipping_info_submitted", (event) => {
  const checkout = event.data.checkout;
  sendGA4(getClientId(), [{
    name: "add_shipping_info",
    params: {
      currency: checkout.currencyCode,
      value: parseFloat(checkout.totalPrice.amount),
      shipping_tier: checkout.delivery?.selectedDeliveryOptions?.[0]?title ||
        checkout.shippingLine?.title || "",
      items: mapItems(checkout.lineItems)
    }
  }]);
});
```

add_payment_info — GA4

```
analytics.subscribe("payment_info_submitted", (event) => {
  const checkout = event.data.checkout;
  sendGA4(getClientId(), [{
    name: "add_payment_info",
    params: {
      currency: checkout.currencyCode,
      value: parseFloat(checkout.totalPrice.amount),
      payment_type: checkout.transactions?.[0]?paymentMethod?.name || "",
      items: mapItems(checkout.lineItems)
    }
  }]);
});
```

add_to_cart — GA4 + Google Ads

```
analytics.subscribe("product_added_to_cart", (event) => {
  const cartLine = event.data.cartLine;
  const value = parseFloat(cartLine.merchandise.price.amount) * cartLine.quantity;
  const currency = cartLine.merchandise.price.currencyCode;

  sendGA4(getClientId(), [{
    name: "add_to_cart",
    params: {
      currency, value,
      items: [{
        item_id: buildItemId(cartLine.merchandise.product.id, cartLine.merchandise.id),
        item_name: cartLine.merchandise.product.title,
        item_brand: cartLine.merchandise.product.vendor || "",
        item_category: cartLine.merchandise.product.type || "",
        item_variant: cartLine.merchandise.sku || "",
        price: parseFloat(cartLine.merchandise.price.amount),
        quantity: cartLine.quantity,
        index: 0
      }]
    }
  }]);

  gtag("event", "conversion", {
    send_to: GOOGLE_ADS_ID + "/" + CONVERSION_ADD_TO_CART,
    value, currency
  });
});
```

7. Configuración GTM – GTM-NLNFMQ8

7.1 Variables activas

Nombre variable	Tipo	dataLayer path
VON DLV - ecommerce	Data Layer Variable	ecommerce
Von DLV - ecommerce.items	Data Layer Variable	ecommerce.items
Von DLV - ecommerce.value	Data Layer Variable	ecommerce.value
GA4 - G-KLF80Q1DC5	Constante	G-KLF80Q1DC5

7.2 Triggers activos

Nombre trigger	Tipo	Evento
Von CE - view_item	Custom Event	view_item
Von CE - view_item_list	Custom Event	view_item_list
Von CE - view_cart	Custom Event	view_cart
Von CE - add_to_cart	Custom Event	add_to_cart
Von CE - begin_checkout	Custom Event	begin_checkout
Von CE - add_shipping_info	Custom Event	add_shipping_info
Von CE - add_payment_info	Custom Event	add_payment_info
Von CE - purchase	Custom Event	purchase

7.3 Tags activos

Nombre tag	Tipo	Trigger	Ecommerce
Von GA4 Google Tag	Google Tag	Consent Initialization - All Pages	rellena con tu id
Von GA4 view_item	GA4 Event	Von CE - view_item	sendEcommerceData: true

Nombre tag	Tipo	Trigger	Ecommerce
Von GA4 view_item_list	GA4 Event	Von CE - view_item_list	sendEcommerceData: true
Von GA4 view_cart	GA4 Event	Von CE - view_cart	sendEcommerceData: true
Von GADS Etiqueta AW-848964073	Google Tag	Consent Initialization - All Pages	rellena con tu id
Von GADS Vinculación Conversiones	Conversion Linker	All Pages	-
Von GADS Remarketing Dinámico	Remarketing	All Pages	event: other
Von GADS Remarketing Dinámico - producto	Remarketing	Von CE - view_item	event: viewitem
Von GADS Remarketing Dinámico - collection	Remarketing	Von CE - view_item_list	event: viewsearchresults
Von GADS Remarketing Dinámico - carrito	Remarketing	Von CE - view_cart	event: addtocart
VON - Lawwwing CMP	CMP Template	Consent Initialization - All Pages	-

8. Conversiones Google Ads

Conversión	Conversion ID	Etiqueta	Método
Purchase	rellena con tu id	rellena con tu id	Customer Pixel gtag
Begin Checkout	rellena con tu id	rellena con tu id	Customer Pixel gtag
Add to Cart	rellena con tu id	rellena con tu id	Customer Pixel gtag

9. Resumen completo de eventos

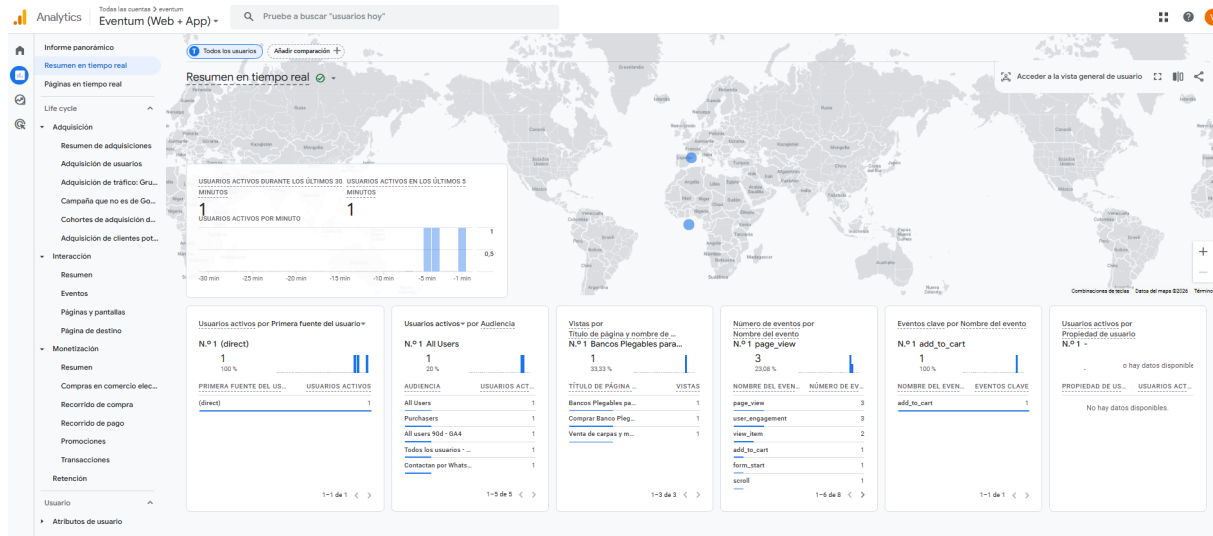
Evento	Archivo/Origen	Método	Destino
view_item	main-product.liquid	dataLayer → GTM	GA4 + Remarketing
view_item_list	main-collection.liquid	dataLayer → GTM	GA4 + Remarketing
view_cart	main-cart.liquid + theme.liquid	dataLayer → GTM	GA4 + Remarketing
add_to_cart	Customer Events Pixel	GA4 Measurement Protocol + gtag	GA4 + Google Ads
begin_checkout	Customer Events Pixel	GA4 Measurement Protocol + gtag	GA4 + Google Ads
add_shipping_info	Customer Events Pixel	GA4 Measurement Protocol	GA4
add_payment_info	Customer Events Pixel	GA4 Measurement Protocol	GA4
purchase	Customer Events Pixel	GA4 Measurement Protocol + gtag	GA4 + Google Ads

10. Vista GA4

Ahora en vista de monetización en GA4 compras de comercio electrónico ya aparecen los artículos vistos, añadidos a carrito y comprados

Incluir en gráfico		Buscar...		Filas por página: 10		Ir a: 1		1-10 de 70	
	Nombre del artículo	Artículos vistos	Artículos añadidos al carrito	Artículos comprados	Ingresos del artículo				
☒	Total	218 100 % respecto al total	18 100 % respecto al total	9 100 % respecto al total	708,89 € 100 % respecto al total				
☒	1 Carpa plegable 3x3 Aluminio ExpertPlus+	0 (0 %)	2 (11,11 %)	1 (11,11 %)	495,90 € (69,95 %)				
☒	2 Silla Plegable Alexchair Pro	0 (0 %)	0 (0 %)	4 (44,44 %)	110,40 € (15,57 %)				
☒	3 Pared 3 metros de poliéster para carpa plegable	0 (0 %)	6 (33,33 %)	3 (33,33 %)	80,43 € (11,35 %)				
☒	4 Funda Elástica para Taburete Alvar - Color Negro	2 (0,92 %)	2 (11,11 %)	1 (11,11 %)	22,16 € (3,13 %)				
☐	5 Alex Chair Mega-Connector	2 (0,92 %)	0 (0 %)	0 (0 %)	0,00 € (0 %)				
☐	6 Banco Plegable Oktoberbench 175 New Zown Classic	2 (0,92 %)	0 (0 %)	0 (0 %)	0,00 € (0 %)				
☐	7 Banco Plegable Sharpbench 180 Zown Classic	4 (1,83 %)	0 (0 %)	0 (0 %)	0,00 € (0 %)				
☐	8 Banco Plegable Zown Munichbench	4 (1,83 %)	0 (0 %)	0 (0 %)	0,00 € (0 %)				
☐	9 Carpa plegable 3x6 Aluminio Expert - Azul	2 (0,92 %)	0 (0 %)	0 (0 %)	0,00 € (0 %)				

En tiempo real ya se muestra todo el tráfico y los eventos que se disparan



👁️ Notas importantes

- El checkout de Shopify plan estándar no permite GTM. Los eventos de checkout van vía Eventos de cliente Pixel Personalizado directamente a GA4 Measurement Protocol y Google Ads.
- El item_id usa el formato shopify_**rellena con tu id**_{product_id}_{variant_id} para coincidir con el feed de Google Merchant Center (ID: **rellena con tu id**).
 - Se modifica para las etiquetas de remarketing dinámico de producto
- El view_cart tiene dos triggers: main-cart.liquid para la página /cart y MutationObserver en theme.liquid para el cart drawer.
 - Se ha añadido la condición window.location.pathname === "/cart" evita duplicados.
- El client_id se obtiene de la cookie _ga para mantener la consistencia de sesión entre la tienda y el checkout.
- Los precios en Liquid se dividen por 100.0 (Shopify los almacena en céntimos). En el Customer Pixel ya vienen en formato decimal.