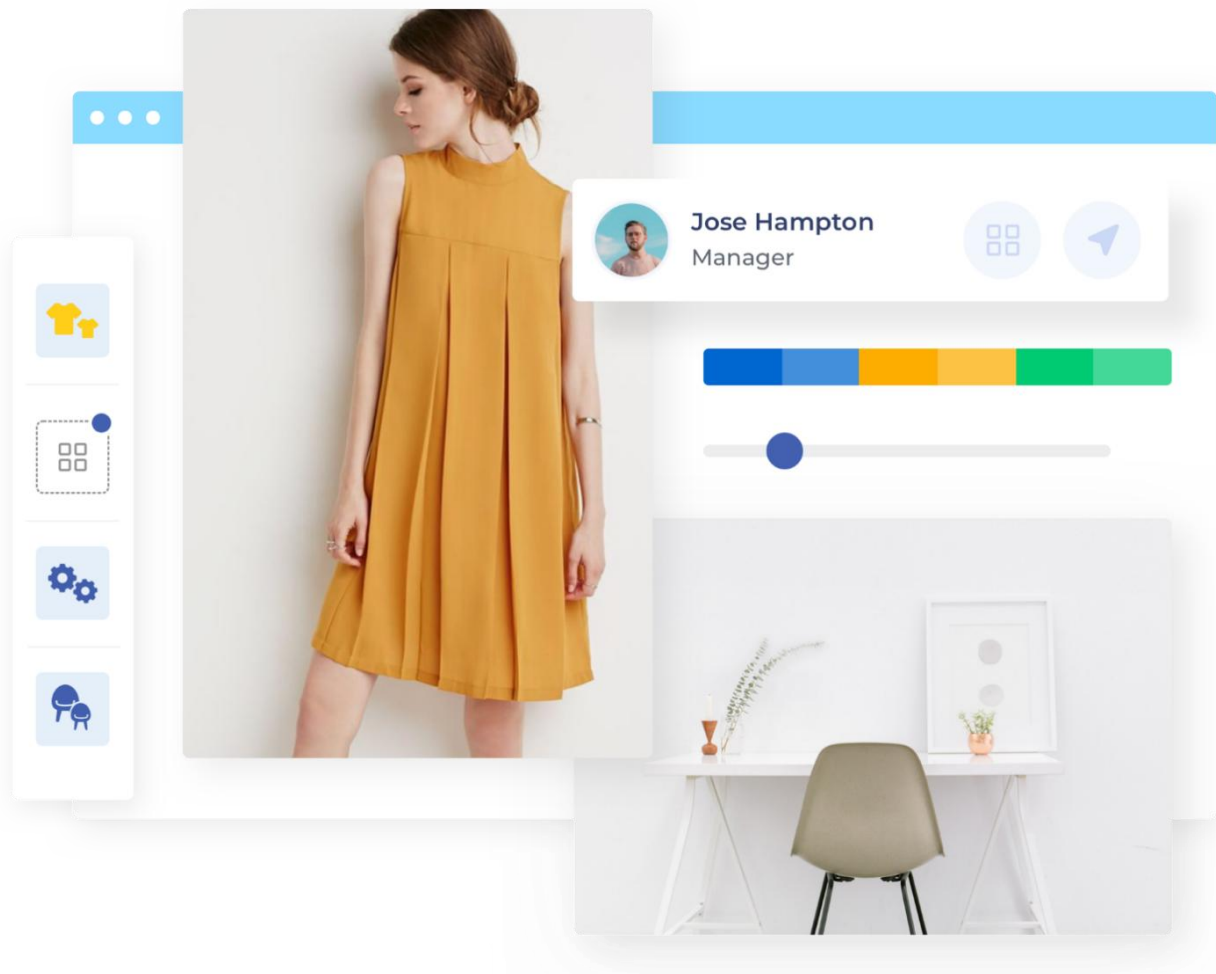


**WHITE PAPER**

ENHANCED E-COMMERCE IN TRIMIT B2C WEBSHOP

This document contains information about the Enhanced Ecommerce functionality using Google Tag Manager in TRIMIT B2C webshop for Business Central BC16.5.

Date: 11-11-2020

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INTRODUCTION

Google Analytics Enhanced Ecommerce provides the opportunity to track user's navigation and actions like open category page, open product page, add and delete from basket, checkout and payment information. This data can then be used for webshop analytical purposes. If TRIMIT's cookie warning is active, the enhanced ecommerce data is only tracked if the webshop user accepts statistic cookies. Else it is always tracked.

The functionality described is the functionality in **TRIMIT for Business Central BC16.5**.

The pictures in this White Paper are based on the demo database for **TRIMIT Business Central W1 BC16.5**, which is based on Microsoft Dynamics 365 Business Central on premises 2019 release wave 2 (October release), in the demo company **CRONUS TRIMIT W1 Ltd.** (based on CRONUS International Ltd. of Microsoft Dynamics 365 Business Central).

TRACKED INFORMATION

In TRIMIT B2C portal each of the following pages/actions generate a code with product data in JSON or JSON LD format:

Page	Collected	Event
default	impressions	productClick
shop	impressions	productClick
products	impressions	productClick
details	impressions	addToCart checkout
wishlist	impressions	productClick
basket		add remove checkout
checkout		checkout (steps)
orderConfirmation	impressions purchase	productClick

Then relevant product data is pushed to the data layer.

Product page in JSON LD for master 2100 viewed via page source:

```

310 {
311   "@context": "https://schema.org",
312   "@type": "Product",
313   "productID": "21002001",
314   "sku": "21002001",
315   "name": "Lily Blouse",
316   "description": "The Lily blouse is made of the standard travel-quality and available in twelve bright colors. The blouse has a tailored
317   fit. It is super good to combine with other items.",
318   "image": "https://b2c-chl.trimit.dev/~pir/products/2100/2100-20.jpg",
319   "brand": "Fashion",
320   "color": "Royal Blue",
321   "offers": {
322     "@type": "Offer",
323     "price": "55.2",
324     "priceCurrency": "GBP",
325     "itemCondition": "https://schema.org/NewCondition",
326     "availability": "https://schema.org/OutOfStock"
327   },
328 },
329 {
330   "@context": "https://schema.org",
331   "@type": "Product",
332   "productID": "21002002",
333   "sku": "21002002",
334   "name": "Lily Blouse",
335   "description": "The Lily blouse is made of the standard travel-quality and available in twelve bright colors. The blouse has a tailored
336   fit. It is super good to combine with other items.",
337   "image": "https://b2c-chl.trimit.dev/~pir/products/2100/2100-20.jpg",
338   "brand": "Fashion",
339   "color": "Royal Blue",
340   "offers": {
341     "@type": "Offer",
342     "price": "55.2",
343     "priceCurrency": "GBP",
344     "itemCondition": "https://schema.org/NewCondition",
345     "availability": "https://schema.org/InStock"
346   }
347 }

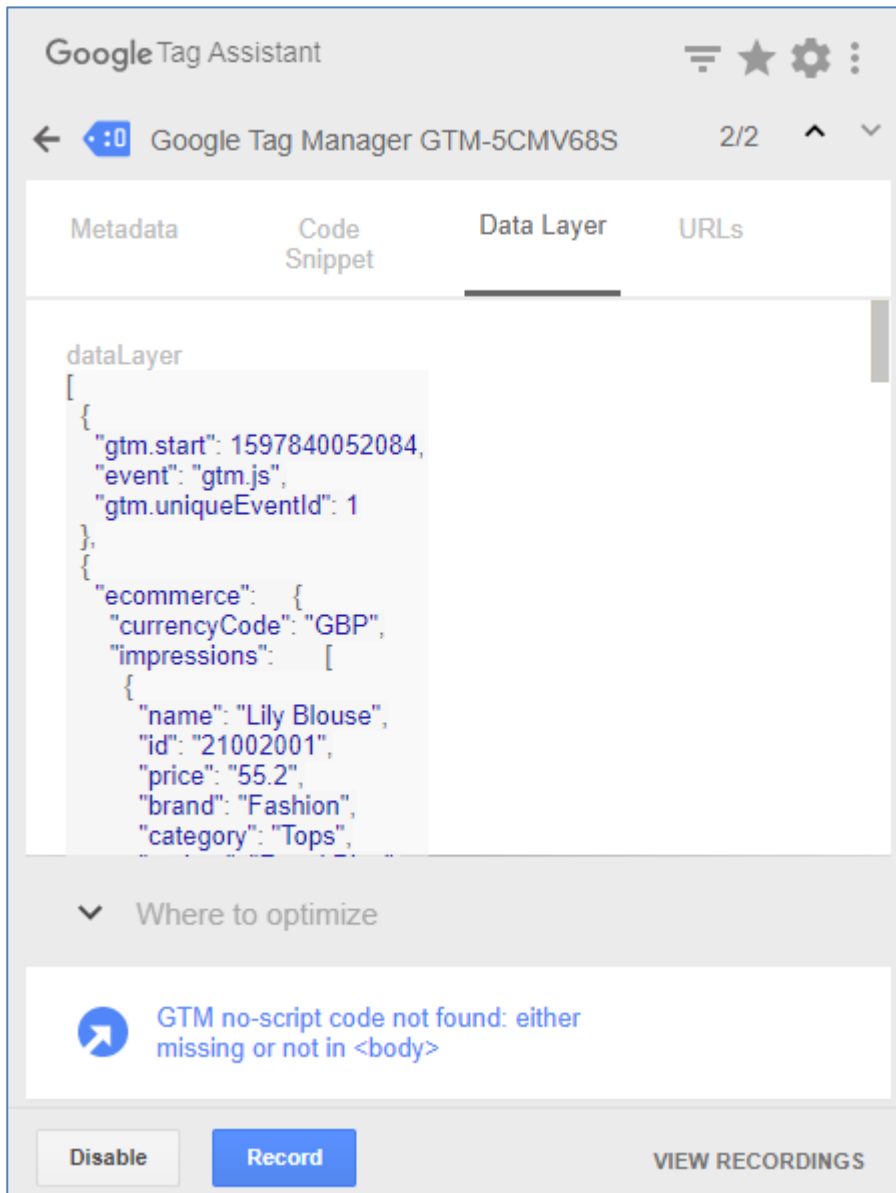
```

If a category page has promoted items, then it's also reflected in the product data.

GOOGLE TAG ASSISTANT

Google Tag Assistant is a Google Chrome plugin which can help in tracking what json LD data is generated on the B2C page:

(category page)



SETUP

This chapter contains information about the Setups that are required to use Enhanced Ecommerce.

GOOGLE ANALYTICS SETUP

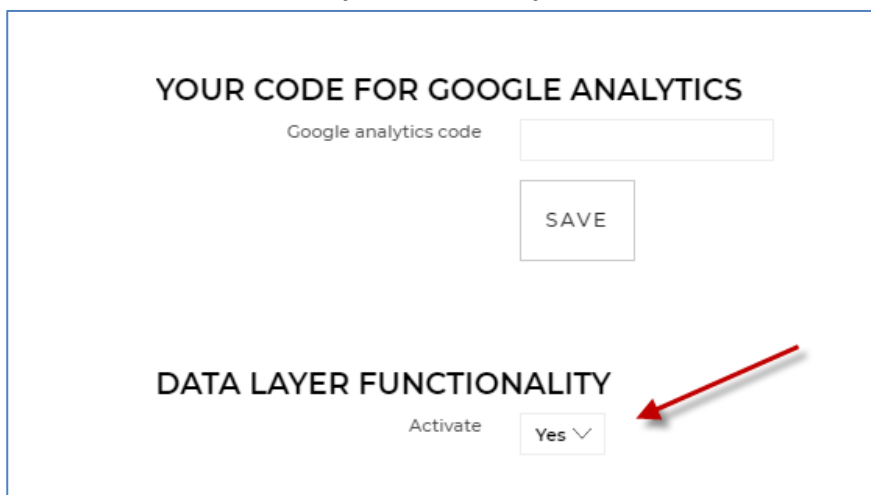
Admin user needs to have a Google Analytics account. For Enhanced Ecommerce, Google Analytics is set up in Google Tag Manager along with relevant variables, triggers and tags.

GOOGLE TAG MANAGER SETUP

Google Tag Manager ID can be added to the B2C web shop on the General soft admin page. With the ID inserted, users can inject scripts in the B2C webshop via Google Tag Manager. Also, it is possible to observe product data in relation to Google Analytics as described above.

SOFT ADMIN SETUP

To enable pushing data to Google Analytics, activate the data layer functionality in TRIMIT B2C webshop soft admin. Set field **Data Layer Functionality** to Yes in section **General**.



The data layer functionality only runs if a Google Tag Manager ID has been entered as well. Also, if TRIMIT's cookie warning is active, the data layer only works if a user accepts statistic cookies.

COOKIE SETUP

If TRIMIT's cookie warning is used, settings in Google Tag Manager should be set up to respect a user's no to cookies. If Google Analytics is used for remarketing, then this should also be taken into consideration in Google Tag Manager.

By default, push to data layer will not work if TRIMIT's cookie warning is active and a user has not accepted the use of statistic cookies.



These are your cookie settings for this website.

▼ Necessary

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

▼ Statistics

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

☒

▼ Marketing

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

☒

Reject All

Accept Selected

Accept All

Analytics related cookies are usually “_ga” and “_gid”, under Additional Cookies in B2C soft admin (Categorize Cookies section):

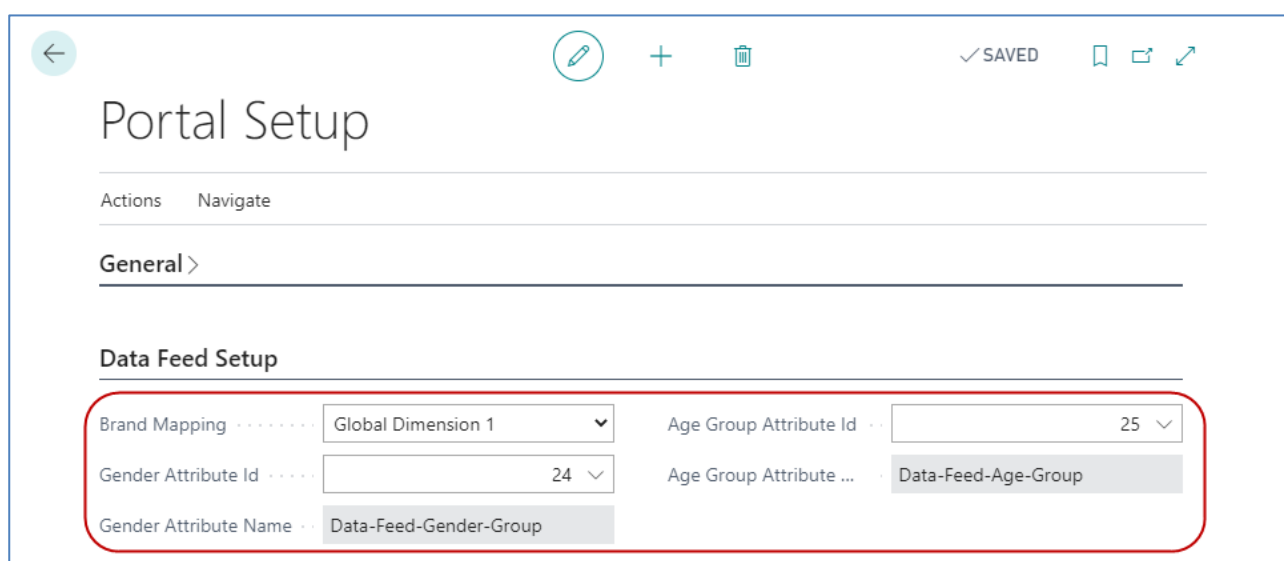
SYSTEM COOKIES			
Cookie:	cookieconsent	Flag:	0
Cookie:	ses	Flag:	0
Cookie:	ucgid	Flag:	0
Cookie:	plt	Flag:	1
Cookie:	stats	Flag:	1
Cookie:	bid	Flag:	1
ADDITIONAL COOKIES			
Cookie:	_gat	Flag:	1 
Cookie:	_gid	Flag:	1 
Cookie:	_ga	Flag:	1 

TRIMIT BC SETUP

Brand, gender and age – these are the attributes that Google requires in the product feed. These attributes can be set in **Portal Setup** page inside the TRIMIT Business Central.

Then, when applied, gender and age attributes should be set on master/item level in accordance to TRIMIT portal attribute setup.

Values for brand, age and gender groups are parts of product data. To setup this data, go to TRIMIT BC and open page **Portal Setup**.



DESCRIPTION OF THE FIELDS

BRAND MAPPING

This is a company's brand code which can be contained in the following options: *Global Dimension 1, Global Dimension 2, Statistics Group, Item Statistics Group 2, Item Statistics Group 3, Item Statistics Group 4, Item Statistics Group 5*. Select an option depending on the company setup. Find possible Global Dimension setup in chapter Appendix in this document.

If company has only one brand, then it will make sense to leave this field blank.

GENDER ATTRIBUTE ID

Select option (attribute name suggestion: **Data-Feed-Gender-Group**) from the **Item Attributes** lookup page. This option must have the following values: *male, female, unisex*. All these values are hard coded and standard for Google product feeds.

For reference:

<https://support.google.com/merchants/answer/6324479?hl=en>

GENDER ATTRIBUTE NAME

This field reflects the name of the gender attribute and populated automatically by the system.

AGE GROUP ATTRIBUTE ID

Select option (attribute name suggestion **Data-Feed-Age-Group**) from the **Item Attributes** lookup page.

This option must have the following values: *newborn, infant, toddler, kids, adult*. All these values are hard coded and standard for Google product feeds.

For reference:

https://support.google.com/merchants/answer/6324463?hl=en&ref_topic=6324338

AGE GROUP ATTRIBUTE NAME

This field reflects the name of the age attribute and populated automatically by the system.

REFERENCES

Enhanced Ecommerce Developer Guide:

<https://developers.google.com/tag-manager/enhanced-ecommerce>

Tag Assistant (by Google):

<https://chrome.google.com/webstore/detail/tag-assistant-by-google/kejbdjndbnbjgmefkgdddjlbokphdefk?hl=en>

APPENDIX

BRAND NAME SETUP

Brand name in Global Dimension 1

Dynamics 365 Business Central

← MASTER CARD | WORK DATE: 06-09-2020

2000 · Olivia Trousers

New Process Report | Actions Navigate Report Fewer options

General >

Invoicing

Costing Method Standard

POSTING GROUPS

Gen. Prod. Posting Group RETAIL

VAT Prod. Posting Group VAT25

Inventory Posting Group FINISHED

GLOBAL DIMENSIONS

Brand Code FASHION

Season Code

COMMISSION / BONUS

Item Commission Group

Global Dimension 1

Global Dimension 2

Dynamics 365 Business Central

← DIMENSIONS | WORK DATE: 06-09-2020

Search + New Edit List Delete Dimension Open in Excel Actions Fewer options

Dimension Values Account Type Default Dim. Translations

AREA	Area	Area Code	Area Filter
BUSINESSGROUP	Business Group	Businessgroup Code	Businessgroup Filter
COLLECTION	Collection	Collection Code	Collection Filter
CUSTOMERGROUP	Customer Group	Customergroup Code	Customergroup Filter
→ DEPARTMENT	Department	Brand Code	Brand Filter
ORDERTYPE	Order Type	Order Type Code	Order Type Filter
PROJECT	Project	Season Code	Season Filter
PURCHASER	Purchaser	Purchaser Code	Purchaser Filter
SALESCAMPAIGN	Sales campaign	Salescampaign Code	Salescampaign Filter
SALESPERSON	Salesperson	Salesperson Code	Salesperson Filter

To check global dimensions:

ynamics 365 Business Central

DIMENSIONS | WORK DATE: 06-09-2020

Search + New Edit List Delete

Code ↑	Name
AREA	Area
BUSINESSGROUP	Business Gro
COLLECTION	Collection
CUSTOMERGROUP	Customer Gr
→ DEPARTMENT	Department
ORDERTYPE	Order Type
PROJECT	Project
PURCHASER	Purchaser
SALESCAMPAIGN	Sales campai
SALESPERSON	Salesperson
SHIPMENTGROUP	Shipment Gr

General Ledger Setup

General Posting VAT Bank Journal Templates More options

General >

Dimensions

Global Dimension 1 C... DEPARTMENT

Global Dimension 2 C... PROJECT

Collection Dimension ... COLLECTION

Shipment Group Dim... SHIPMENTGROUP

Order Type Dimension ... ORDERTYPE

Sales Price Search Di...

Purchase Price Search...

Background Posting >

To set global dimensions:

ynamics 365 Business Central

DIMENSIONS | WORK DATE: 06-09-2020

Search + New Edit List Delete

Code ↑	Name
AREA	Area
BUSINESSGROUP	Business Gro
COLLECTION	Collection
CUSTOMERGROUP	Customer Gr
→ DEPARTMENT	Department
ORDERTYPE	Order Type
PROJECT	Project
PURCHASER	Purchaser
SALESCAMPAIGN	Sales campai
SALESPERSON	Salesperson
SHIPMENTGROUP	Shipment Gr

General Ledger Setup

General Posting VAT Bank Journal Templates Actions Navigate

Functions

Change Global Dimensions...

Change Payment Tolerance

Global Dimension 1 C... DEPARTMENT

Global Dimension 2 C... PROJECT

Collection Dimension ... COLLECTION

Shipment Group Dim... SHIPMENTGROUP

Order Type Dimensio

Sales Price Search Di.

Purchase Price Search