



GA4 SETUP GUIDE FOR ECOMMERCE

YOUR CHECKLIST FOR SUCCESS



GA4 IS OFFICIALLY ROLLED OUT, BUT MERCHANTS ARE STILL ADJUSTING TO THE NEW REALITY OF ANALYTICS

This adjustment can be challenging, and you may find yourself wondering if you're setting things up correctly. The good news? You're not alone. This guide provides a checklist of the essential events you should have in place for your eCommerce business, along with practical steps to set them up.

Our goal is to help you through this adjustment phase, addressing the common issues you're likely encountering, and offering solutions.



ESSENTIAL GA4 EVENTS CHECKLIST FOR ECOMMERCE



- purchase
- add_to_cart
- begin_checkout
- view_item
- view_cart
- add_shipping_info
- generate_lead
- add_payment_info
- sign_up



01 Event: purchase

What it does/measures:

- Tracks completed transactions, measuring revenue, tax, and shipping fees.

How to set it up:

- **Create the tag:**
 - In Google Tag Manager, create a GA4 Event tag, and name the event "purchase".
- **How to create the trigger:**
 - Use a custom event trigger that listens for the "purchase" event in the data layer (e.g., `dataLayer.push({'event': 'purchase'})`) fired on the order confirmation page. Alternatively, use a Page View trigger if the purchase event is always associated with the loading of a specific "Thank You" page.
- **How to validate it:**
 - Use GA4 DebugView to ensure the "purchase" event fires with transaction parameters such as `transaction_id`, `value`, and `currency`.



02 Event: add_to_cart

What it does/measures:

- Captures when a user adds a product to their cart, helping to measure cart engagement.

How to set it up:

- **Create the tag:**
 - Create a GA4 Event tag named "add_to_cart"
- **How to create the trigger:**
 - Set a trigger for the "add_to_cart" event in the data layer (e.g., `dataLayer.push({'event': 'add_to_cart'})`), often triggered on the "Add to Cart" button click. Alternatively, you can use a Click trigger on the "Add to Cart" button if there is no data layer event.
- **How to validate it:**
 - Test with the DebugView to confirm the event fires when a product is added to the cart and passes product_id and price parameters.



03 Event: begin_checkout

What it does/measures:

- Tracks when a user starts the checkout process, giving insight into checkout funnel drop-offs.

How to set it up:

- **Create the tag:**
 - Create a GA4 Event tag for "begin_checkout".
- **How to create the trigger:**
 - Use a trigger for the "begin_checkout" event in the data layer (e.g., `dataLayer.push({'event': 'begin_checkout'})`), typically triggered when a user clicks the "Proceed to Checkout" button. You can also use a Click trigger on the "Checkout" button if no data layer event is available.
- **How to validate it:**
 - Check DebugView and verify that the event fires when the checkout page is visited, with cart details passed through the data layer.



04 Event: view_item

What it does/measures:

- Tracks product detail page views to analyze individual product performance.

How to set it up:

- **Create the tag:**
 - Create a GA4 Event tag with the event name "view_item".
- **How to create the trigger:**
 - Trigger this tag when the "view_item" event appears in the data layer (e.g., `dataLayer.push({'event': 'view_item'})`), typically fired on product detail page load. You can also use a Page View trigger if the product detail page URL has a unique pattern.
- **How to validate it:**
 - Use DebugView to confirm the event is triggered with parameters like product_id, category, and price when a product page is viewed.



05 Event: view_cart

What it does/measures:

- Tracks views of the shopping cart page to monitor cart engagement.

How to set it up:

- **Create the tag:**
 - Set up a GA4 Event tag with the event name "view_cart".
- **How to create the trigger:**
 - Use a trigger for the "view_cart" event in the data layer (e.g., `dataLayer.push({'event': 'view_cart'})`) that fires when the cart page is loaded. You can alternatively use a Page View trigger if the cart page has a unique URL.
- **How to validate it:**
 - Confirm in DebugView that the event fires when users visit the cart, and check the cart contents are correctly passed via the data layer.



06 Event: add_payment_info

What it does/measures:

- Tracks when users enter their payment information during the checkout process.

How to set it up:

- **Create the tag:**
 - Create a GA4 Event tag with the event name "add_payment_info".
- **How to create the trigger:**
 - Trigger this tag when the "add_payment_info" event is pushed to the data layer (e.g., `dataLayer.push({'event': 'add_payment_info'})`) after users submit payment information. Alternatively, use a Form Submission trigger if the payment info is captured via a form.
- **How to validate it:**
 - Verify in DebugView that the event fires during the payment steps and passes parameters like payment method and currency.



07 Event: add_shipping_info

What it does/measures:

- Tracks when users provide shipping details during checkout.

How to set it up:

- **Create the tag:**
 - Set up a GA4 Event tag with the event name "add_shipping_info".
- **How to create the trigger:**
 - Trigger this tag when the "add_shipping_info" event appears in the data layer (e.g., `dataLayer.push({'event': 'add_shipping_info'})`) after users enter their shipping details. You can also use a Form Submission trigger if shipping info is collected via a form.
- **How to validate it:**
 - Use DebugView to ensure the event fires when shipping information is submitted, with the correct shipping method passed.



08 Event: sign_up

What it does/measures:

- Tracks user sign-up actions to understand user registration flows.

How to set it up:

- **Create the tag:**
 - Create a GA4 Event tag with the event name "sign_up".
- **How to create the trigger:**
 - Use a trigger for the "sign_up" event in the data layer (e.g., `dataLayer.push({'event': 'sign_up'})`) after a successful user registration. Alternatively, use a Form Submission trigger or a Click trigger on the "Sign Up" button if no data layer event is available.
- **How to validate it:**
 - Check DebugView to ensure the event is triggered after the sign-up process, and validate parameters like sign-up method.



09 Event: generate_lead

What it does/measures:

- Tracks when a user shows interest in a product or service, often by submitting a form.

How to set it up:

- **Create the tag:**
 - Set up a GA4 Event tag named "generate_lead".
- **How to create the trigger:**
 - Use a trigger for the "generate_lead" event in the data layer (e.g., `dataLayer.push({'event': 'generate_lead'})`) after a form submission or lead generation action. Alternatively, use a Form Submission trigger if the event is not in the data layer.
- **How to validate it:**
 - Test in DebugView to confirm the event fires when a lead form is submitted, and ensure the correct form details or parameters like `form_id` are passed.



EVENT SETUP TIPS



Best Practice:

- Implement all events consistently, using the same method (GTM or directly in GA4) across your site to avoid data inconsistencies.

Debug Mode:

- Always use GA4's DebugView to test that events are firing properly before relying on them for reporting.

Custom Events:

- If you have unique actions on your site (like product reviews or wishlist adds), consider creating custom events that align with your business goals.

DataLayer Data and Variables:

- In order for the events to be set up properly, you will need to pass the required/expected details in the event. This could be revenue amounts, quantities, currency, SKUs, etc . This is important because you won't be able to connect data sets across events in GA4 without that data.



ADJUSTING TO GA4: YOU'RE NOT ALONE

We're in the adjusting phase, and it's no secret that GA4 hasn't been the smoothest ride. Setting things up can feel complicated and frustrating, especially when you're used to the old system. But know this: everyone is going through this adjustment process, and you're not alone.

If you're curious about why some of your reports might look different between GA4 and your eCommerce platform, you can read more on that in our blog post, [Why is Revenue Always Different Between Google Analytics 4 and My eCommerce Platform?](#).

[Read full article](#)



ABOUT TADPULL

Our tech-enabled services help mid-market companies accelerate and future-proof their ecommerce businesses. Tadpull's experienced mix of client services and proprietary software supercharge ecommerce growth. We help our clients unify customer, inventory and campaign data into a cohesive system and use it to build ecommerce businesses that are robust, growing, and resilient.

What We Do



Growth Plans

Complete data-driven analysis to reveal your store's most critical points of friction across the customer's path to purchase and a financial roadmap on how to fix them.



Strategy & Management

Our team of ecommerce and data science experts accelerate growth across specific channels or your entire ecommerce ecosystem.



Advising & Software

Already have in-house resources and/or partners? Gain access to our proven playbook and proprietary analytics AI-driven platform to accelerate your ecommerce business.

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