

# Module Google Remarketing + Dynamic

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## Module purpose

This module is a rich, practical and powerful tool dedicated to « Google Remarketing and Dynamic Remarketing ».

The «Google Remarketing + Dynamic» module will let you automatically mark up all your pages correctly so you can then implement Remarketing and Dynamic Remarketing campaigns in your Google Adwords account.

## Technical description

**Version** : 1.3.3

**Latest update** : 07/23/2015

**Development** : Business Tech – <http://www.businessstech.fr/en/contact-us>

**Demo** : <http://prestashop-modules.businessstech.fr/admin-demo/>

demo@demo.com

demodemo

## Server prerequisites

Minimum PrestaShop version : **1.4**

Web Server: your server must include the following standard «\$\_SERVER» variables:

- 'HTTP\_HOST'
- 'REQUEST\_URI'

## Module installation

As for any other module, unzip the .zip file and upload the “gremarketing” folder via FTP inside the “modules” folder on your server.

Install the module via the back-office as usual.

## Module configuration

### Welcome screen

The screenshot shows the configuration interface for the "Google Remarketing + Dynamic" module. At the top, a green header bar contains the breadcrumb "MODULES / GREMARKETING / CONFIGURE" and the title "Configure 'Google Remarketing + Dynamic' module". On the right side of the header are three icons: a back arrow, a refresh icon labeled "Check and update", and an anchor icon labeled "Manage hooks".

Below the header is a large white area with the "Google remarketing" logo on the left. A horizontal menu below the logo includes "Welcome" (selected), "Technical check", "Basics", "Dynamic", and "Help / FAQ".

The main content area is titled "Welcome" and contains a green-bordered box with the following text: "Welcome and thank you for purchasing our module. This module will let you automatically mark up all your pages correctly so you can then implement Remarketing and Dynamic Remarketing campaigns in your Google Adwords account. For optimum results in your Dynamic Remarketing campaigns, you will want to associate it with our Google Merchant Center module, available on <http://addons.prestashop.com/en/seo-prestashop-modules/1768-google-merchant-center-the-best-google-shopping-module.html>".

Below this is a preview window showing a Facebook post for BusinessTech. The post includes the BusinessTech logo, the text "Business Tech on Facebook", a "J'aime" button, and a comment: "Vous, 1 personnes aimez ça." Below the preview, there is a section titled "You will also enjoy these other Business Tech modules..." which lists two modules: "Google Merchant Center" and "Google Trusted Stores". Each module entry includes a small icon, the module name, and a link to "Buy on PrestaShop Addons".

At the bottom left of the interface, there is a "Configuration" section with a gear icon and a "Manage translations" button with a dropdown arrow.

## Technical check

### Technical check

When checking your Google Remarketing code with Google's Tag Assistant extension on your Google Chrome browser (the download link to that tool is in the Help / FAQ tab), the Tag Assistant may display minor warnings or suggestions. None of these warnings or suggestions actually matter, and you may ignore them safely, as they will not prevent your Remarketing from working correctly. For more information, please visit our FAQ on <http://faq.businesstech.fr/faq.php?id=78&lg=en>

- Google Merchant Center installed or activated ?  Our Google Merchant Center module is valid
- Move JavaScript to the end ?  According to the "Move JavaScript to the end" feature is activated, the "Html Comments" won't be included, so you'll get a minor issue in the Google Tag Assistant. To resolve it, go to Advanced Parameters, Performance in your back-office, and deactivate the "Move JavaScript to the end" option
- Minify HTML ?  This is a minor issue. To resolve it, go to Advanced Parameters, Performance in your back-office, and select "Keep HTML as original" for the "Minify HTML" option
- Compress inline JavaScript in HTML ?  This is a simple suggestion. To follow it, go to Advanced Parameters, Performance in your back-office, and select "Keep inline JavaScript in HTML as original" for the "Compress inline JavaScript in HTML" option

## Basic Settings



[WELCOME](#) [PREREQUISITES CHECK](#) [BASICS](#) [DYNAMIC](#) [HELP / FAQ](#)

### Google Remarketing Settings

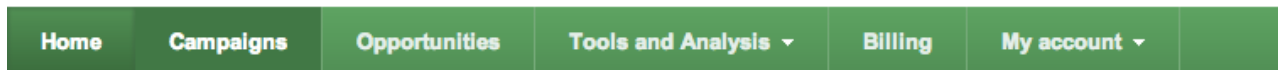
Add your Google Conversion ID :  ?

Test your code : [Click here](#) ?

Activate the Google Remarketing tag on "Order Confirmation" page :  YES  NO ?

[Update](#)

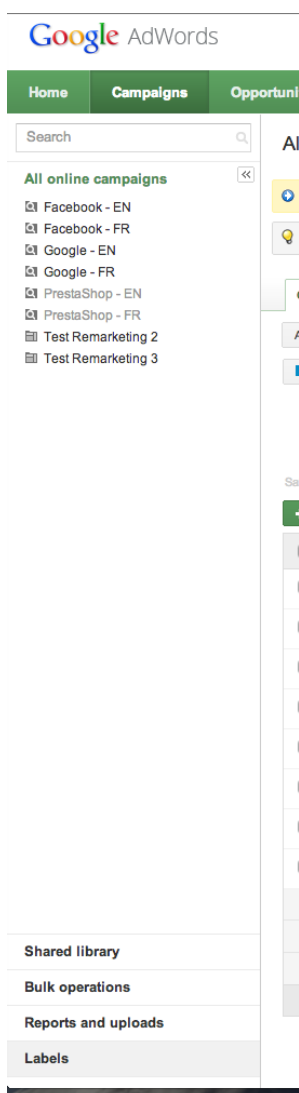
⚠ **Google Conversion ID** : Fill out your Google Conversion ID from your Google Adwords account. You can find it as described below.



Customize modules



Click on Campaigns tab.  
Next, click on "Shared library" on left column (footer)



Next, click on "audiences"

Search

All online campaigns

**Shared library**

- Ads
- Audiences
- Bid strategies
- Budgets
- Campaign negative keywords
- Campaign placement exclusions

**Bulk operations**

**Reports and uploads**

Click on “view tag details”, right side:

Home Campaigns Opportunities Tools and Analysis Billing My account Help

Search

Shared library >  
Audiences

All online campaigns

Shared library

- Ads
- Audiences
- Bid strategies
- Budgets
- Campaign negative keywords
- Campaign placement exclusions

Use remarketing to show ads to people who visited your site before, or reach specific audiences using custom combinations. [Learn about remarketing](#)

REMARKETING TAG

**⚠** We haven't detected the AdWords tag on your website  
[What's the?](#)

ur site before or reach specific audiences using custom combinations. [Learn about remarketing](#)

### Remarketing tag

[Details](#) [Setup](#)

This information allows you to show people relevant ads while they browse the web. [Learn more](#)

▼ View remarketing tag and instructions

The tag should be placed on all pages and includes custom parameters such as "ecomm\_pagetype", "ecomm\_prodid" and "ecomm\_totalvalue", which enable the dynamic creative and bid optimization. The parameter "ecomm\_prodid" must match the "id" or "item\_group\_id" in your Google Merchant Center account.

Add this code to all your webpages, right before the </body> tag and see the [insertion guide](#) for how to fill in the custom parameter values for "ecomm\_prodid", "ecomm\_pagetype" and "ecomm\_totalvalue".

```
ecomm_prodid: REPLACE_WITH_VALUE,  
ecomm_pagetype: 'REPLACE_WITH_VALUE',  
ecomm_totalvalue: 'REPLACE_WITH_VALUE',  
};  
</script>  
<script type="text/javascript">  
/*  */<br/>var google_conversion_id = 993771581;<br/>var google_custom_params = window.google_tag_params;<br/>var google_remarketing_only = true;<br/>/* ]]&gt; */</pre><p><b>Email tag and instructions</b></p><input type="text" value="email@example.com"/><p>Review the <a href="#">Remarketing program policy</a> to find out what you need to include in your site's privacy policy, and which <a href="#">sensitive categories</a> of sites can't use this feature.</p><p><a href="#">Done</a></p><p>Last updated Dec 14, 2013<br/>Updates can take 24 hours</p></div></div><div data-bbox="90 727 784 761" data-label="Text"><p>And here it is your Google Conversion ID. Copy and paste it in your module's configuration.</p></div><div data-bbox="90 779 913 829" data-label="Text"><p><b>⚠ Test your code:</b> This allows you to see how your Google javascript code will be included in your pages. If you activate 'Dynamic remarketing' option, you'll get Google tags filled out with fit values extracted from the current page.</p></div><div data-bbox="455 907 540 924" data-label="Page-Footer"><p>Page 8 / 12</p></div><div data-bbox="191 920 806 948" data-label="Page-Footer"><p>9, Rue Paul Cézanne, Sophia Antipolis, 06560 Valbonne – Tél : +33 (0)8 99 25 33 35<br/>S.A.R.L au capital de 7.625 Euros – RCS Grasse 450 947 106 – TVA : FR 814 509 471 06</p></div>
```



Google Javascript code :

```

<script type="text/javascript">

  /*  */
  var google_conversion_id = 878979465464651331;
  var google_custom_params = window.google_tag_params;
  var google_remarketing_only = true;
  /* ]]&gt; */

&lt;/script&gt;
&lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt;&lt;/script&gt;
&lt;noscript&gt;
  &lt;div style="display:inline;"&gt;
    &lt;img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doublecl
    ick.net/pagead/viewthroughconversion/878979465464651331/?value=0&amp;amp;guid=ON&amp;amp;script=0"/&gt;
  &lt;/div&gt;
&lt;/noscript&gt;
</pre>
<p>Close</p>
</div>
<div data-bbox="91 380 291 401" data-label="Section-Header">
<h2>Dynamic settings</h2>
</div>
<div data-bbox="102 420 311 446" data-label="Image">
<img alt="Google Remarketing logo"/>
</div>
<div data-bbox="109 458 417 469" data-label="Text">
<p>WELCOME PREREQUISITES CHECK BASICS <b>DYNAMIC</b> HELP / FAQ</p>
</div>
<div data-bbox="100 477 282 491" data-label="Section-Header">
<h3>Google Remarketing Dynamic Settings</h3>
</div>
<div data-bbox="106 504 870 532" data-label="Text">
<p>This sections lets you activate a cutting-edge feature in Google's Remarketing tools, and will allow you to generate automatically dynamic, targeted and animated banners with your products in them, by using your Google Merchant Center product feed. These banners are based on HTML5, not Flash, and are therefore also compatible with all mobile devices including iPhone and iPad. This module is of course fully compatible with our Google Merchant Center module, sold separately on <a href="http://addons.prestashop.com/en/seo-prestashop-modules/1768-google-merchant-center-the-best-google-shopping-module.html">http://addons.prestashop.com/en/seo-prestashop-modules/1768-google-merchant-center-the-best-google-shopping-module.html</a></p>
</div>
<div data-bbox="130 552 303 570" data-label="Text">
<p>Activate Google Dynamic Remarketing: <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO</p>
</div>
<div data-bbox="119 583 306 601" data-label="Text">
<p>Your Google Merchant Shop Prefix is: <input type="text" value="ps"/></p>
</div>
<div data-bbox="238 604 426 633" data-label="Text">
<p>your Shop Prefix from your Google Merchant Center module is : <b>ps</b></p>
</div>
<div data-bbox="238 648 426 677" data-label="Text">
<p>your Google Merchant Center Shop prefix is matching with the one you entered here.</p>
</div>
<div data-bbox="104 698 137 709" data-label="Text">
<p>Update</p>
</div>
<div data-bbox="90 746 886 781" data-label="Text">
<p><b>Activate Dynamic remarketing:</b> If you activate this option, you'll get your customized JavaScript code included in each page with good values as Google expects.</p>
</div>
<div data-bbox="90 794 895 846" data-label="Text">
<p>We highly recommend you to purchase and install our "Google Merchant Center" module in order to get same IDs in your Google Merchant data feed than your web shop pages processed by Google remarketing.</p>
</div>
<div data-bbox="455 907 540 924" data-label="Page-Footer">
<p>Page 9 / 12</p>
</div>
<div data-bbox="191 920 806 948" data-label="Page-Footer">
<p>9, Rue Paul Cézanne, Sophia Antipolis, 06560 Valbonne – Tél : +33 (0)8 99 25 33 35<br/>S.A.R.L au capital de 7.625 Euros – RCS Grasse 450 947 106 – TVA : FR 814 509 471 06</p>
</div>
```

Because some pages require to return Product IDs as check-out, cart or product pages, Google accepts only them if they are the same as your data feed previously loaded in their Google Shopping interface.

**▣ Your Google Merchant Shop Prefix:**

This setting allow you to define your Google prefix for creating your unique product ID as it use to be with our Google Merchant Center. If you are not using our Google Merchant Center, you can leave this setting blank. Otherwise, you need to fill out the same that the one you entered in Google Merchant center configuration.

## Note to developers

### Architecture

Module architecture is decomposed like this (look PHP Doc in gremarketing class):

- conf/
  - common: used by all conf. Defines main path and globals variables.
  - admin: only used in admin context
  - install: only used in install context
  - hook: only used in displaying hook context which module is hooked.
  
- lib/install
  - i-install\_class.php (interface)
  - install-ctrl\_class.php (controller = design pattern «factory»)
  - install-config\_class.php (business class)
- lib/tags/
  - base-dynamic-tags\_class.php (abstract class => factory)
  - dynamic-cart-tags\_class.php (business class)
  - etc ...
  
- lib/admin
  - i-admin.class.php (interface)
  - admin-ctrl.class.php (controller = design pattern «strategy»)
  - admin-display\_class.php (business class)
  - admin-update\_class.php (business class)
  
- lib/hook
  - hook-ctrl\_class.php (controller)
  - hook-base\_class.php (abstract)
  - hook-display\_class.php (business class)
  - hook-update\_class.php (business class)
  
- lib/common => all common Business Tech classes
- lib/module-dao\_class.php => all Data access Object's shared method
- lib/module-tools\_class.php => all shared method
- lib/warnings\_class.php => set warnings managed by Prestashop
  
- templates/
  - admin/ => templates – used only for Back Office
  - hook/ => templates – used only for Front Office

### Tips and tricks

Each «business» class used in «lib/admin» or «lib/hook» have to return associative array :  
'tpl' => template name

'assign' smarty assigned values

In this way, displayModule() function aggregates layout.