OSF|DIGITAL

SEAMLESSLY INTEGRATE GOOGLE TAG MANAGER AND SALESFORCE COMMERCE CLOUD

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| an OSF Product

Customer
BEHAVIOR TRACKER

Measure Shoppers' Actions

Gain comprehensive insights into your customers' behavior by **integrating Google Tag Manager with Salesforce Commerce Cloud** with OSF Digital's **Customer Behavior Tracker**, a cartridge that facilitates the integration between the two platforms.

Customer Behavior Tracker is a **Storefront Reference Architecture (SFRA) compatible** cartridge for Salesforce Commerce Cloud that helps you manage Google Analytics events and know more about how visitors use your website, directly from Business Manager, providing comprehensive insights into how customers browse pages, shop, and check out.

PLATFORM: Salesforce Commerce Cloud, Google Tag Manager
CONTACT: contact@osf.digital

✓ **LIVE** Demo   ✓ **FREE** Trial   ✓ **CUSTOMIZATION** Services Available

SCHEDULE A LIVE DEMO

FEATURES & BENEFITS

SEAMLESS INTEGRATION

Customer Behavior Tracker cartridge **facilitates the integration** of Google Tag Manager with Salesforce Commerce Cloud, making possible the management of Google Analytics Events directly from Business Manager.

SFRA COMPATIBLE

Our cartridge is compatible with **Storefront Reference Architecture (SFRA)**, Salesforce Commerce Cloud's customization model and blueprint for site design, that builds sites faster and has hundreds of out-of-the-box features.

GOOGLE ANALYTICS EVENTS

Easily access information about your customer's behavior related to **shopping cart actions, checkout funnel,** and **purchase confirmation**, as well as **clicking**, and **hovering** over different pieces of product information, including product images, size, and composition detail.

SMARTER INSIGHTS

Use the Google Analytics **conversion tracking tags** and other predefined transactional triggers to track every step of how your customers engage with your brand.

DETAILED REPORTING

Explore **performance reports** offered by Google Analytics, combined with advanced Salesforce Commerce Cloud capabilities.

SCHEDULE A LIVE DEMO

Let's keep in touch!

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