



GA4 tracking and consent

OneStepCheckout Documentation

Guide for Magento administrators, technical project owners, and implementation teams.

LAST UPDATED
2026-09-26

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| GA4 tracking and consent

Enter a GA4 Measurement ID under **GA4 Tracking** to enable the module's checkout events. A GTM container or `gtag.js` integration must already be available in the store. One Step Checkout does not create an analytics property.

Events

The module prepares these Enhanced Ecommerce events:

- `begin_checkout` when checkout initializes
- `add_shipping_info` after a shipping method is selected
- `add_payment_info` after a payment method is selected
- `purchase` on the custom success page when a completed order and measurement ID are available

The purchase payload uses the order increment ID, value, currency, tax, shipping amount and visible order items.

Consent behavior

The checkout reads Magento cookie-restriction mode and the configured consent cookie. When restriction mode is active without consent, the GA4 loader and events remain blocked. When restriction mode is disabled, a configured measurement ID can load the tracking integration.

Test the browser network and data layer with a synthetic measurement ID. Do not expose a live analytics property in documentation screenshots or test fixtures.