

Method 1: Using the 'checkout_completed' event via Shopify's web pixels.

Shopify Checkout: Implement Optimizely Snippet at the checkout page for tracking events.

```
window["optimizely"].push({
  type: "event",
  eventName: apiKey,
  tags: {
    revenue: value * 100,
  }
});
```

Here is a complete look at the snippet:

```
function gtag() {
  dataLayer.push(arguments);
}
window.dataLayer = window.dataLayer || [];

analytics.subscribe("checkout_completed", (event) => {

  const script = document.createElement("script");
  script.setAttribute("src", "https://cdn.optimizely.com/js/[environment_ID].js");
  document.head.appendChild(script);

  window.dataLayer.push({
    event: "checkout_completed",
    optimizely_order_id: event.data.checkout.order.id,
    optimizely_price: event.data.checkout.totalPrice.amount,
  });

  window.optimizely = window.optimizely || [];
  window.optimizely.push({
    type: "event",
    eventName: "total_revenue_4",
    tags: {
      revenue: event.data.checkout.totalPrice.amount * 100,
    },
  });

  window.optimizely.push({
    type: "event",
    eventName: "total_orders_4",
  });
});
```