Configure Google Analytics

You can configure your Google Analytics integration for each dataset you have in Evergage without having to modify the customized JavaScript available in SETTINGS > Site-Wide JavaScript. This article will detail the instructions for doing this and is intended for individuals who have a deep understanding of the Google Analytics platform and features as well as event executions.

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This article details how to configure Google Analytics integration for each dataset you have in Evergage.	

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- Send Evergage Actions
- Send Evergage Campaign Events
- Configure Tracking ID (if applicable)
- Customize Events for Specific Campaigns
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Important

Before enabling the integration through the Third Party Products editor, ensure that any Google Analytics tracking code within your dataset's Site-Wide JavaScript has been removed or disabled. Please contact Evergage Support for assistance completing this action.

Enable the Integration

Traditionally, the Evergage integration with Google Analytics was configured in a way that tracked all page load/action and campaign stat events. Today, Evergage allows users to specifically choose which types of events to track. By default neither action events or campaign events (impressions, clickthroughs or dismissals) are configured to be sent.

1. Log into Evergage as an Administrator
2. Select **Third Party** > **Intergations** > **Google Analytics**
3. At the top right, select **Enabled**
4. Click **SAVE**
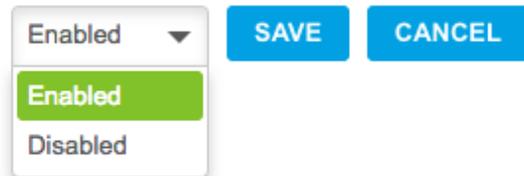
Send Evergage Actions

You can send Google Analytics events that represent Evergage page load or click actions.

1. Select the *Action Events* tab
2. Select **Send GA events for Evergage actions**
3. Complete options for *Action Events*:
    1. *Category* - represents the "eventCategory" of a GA event, generally the value is simply "Evergage"
    2. *Page Load Actions* - value used as "eventAction" when the Evergage action is a page load, or page view
    3. *Page Actions* - value used as "eventAction" when the Evergage action is a click mapped with the Visual Editor
    4. *Label* - value used as the "eventLabel"

> **NOTE**

Action Events **Campaign Events** **Setup**

☑ Send GA events for Evergage actions

Event Properties Format

Category

Evergage

Page Load Actions

pageLoad

Page Actions

pageAction

Label

${actionName}

Send Evergage Campaign Events

With our previous integration methods, any campaign impression, clickthrough or dismissal event would have had a simultaneous GA event tracked. Today you can choose to either track all campaigns by default, or you can choose "Specific Campaigns" and enable campaign tracking on a per-campaign basis. If "Specific Campaigns" is selected, you will need to enable tracking on each individual campaign you wish to have GA events sent for, refer to Cu stomizing Events for Specific Campaigns for additional instructions.

1. Select the *Campaign Events* tab
2. Select **Send GA events for campaign events**
3. Select either **All Campaigns** or **Specific Campaigns**
4. Complete options for *Campaign Events*:
    1. *Category* - the "eventCategory" of a GA event, generally defaulted to "Evergage"
    2. *Stat Type Impression* - the "eventAction" when the campaign event is an Impression

    > **NOTE**
    >
    > This field will only accept a dynamic syntax variable of *${userGroup}*

    3. *Stat Type Clickthrough* - the "eventAction" when the campaign event is a clickthrough
    4. *Stat Type Dismissal* - the "eventAction" when the campaign event is a dismissal
    5. *Label* - the "eventLabel" for any campaign events, generally defaulted to the campaign name and experience name

Action Events **Campaign Events** **Setup**

☑ Send GA events for campaign events
☐ Enable GA events for campaigns displayed in testing mode

Tracking Level

| All Campaigns | Specific Campaigns |

Event Properties Format

Category

Evergage

Stat Type Impression

${userGroup}_impression

Stat Type Clickthrough

clickthrough

Stat Type Dismissal

dismissal

Label

${campaignName} [${experienceName}]

Configure Tracking ID (if applicable)

If the beacon is integrated into your site synchronously and is included as a script tag before Google Analytics is fully initialized, you can provide the *Tracking ID* for your Google Analytics tracking object and Evergage will store events that are tracked before GA is initialized. Once a tracking object for the given ID has been created, Evergage will send any of the stored events.

For more information on how to configure the *Tracking ID* or for help finding your *Tracking ID*, see the official documentation from Google.

Customize Events for Specific Campaigns

In some cases you may want to alter the way an event is populated for specific campaigns. You can configure event property formats at the campaign level for each campaign in your Evergage dataset.

1. Still in Evergage, open a campaign
2. Select **SETUP**
3. Select **GOOGLE ANALYTICS**
4. If you've configured your integration for "Specific Campaigns", select **Enable GA events for this campaign**
5. Select **Override dataset level settings for event properties** and configure fields as outlined in *Options for Campaign Overrides* below

Options for Campaign Overrides

- *Category*: Represents the "eventCategory" of a GA event, generally defaulted to "Evergage"
- *Stat Type Impression*: Represents the "eventAction" when the campaign event is an Impression

> **NOTE**
>
> This field will only accept a dynamic syntax variable of *${userGroup}* which will be replaced by the *userGroup* of the impression. If the impression is not a controlled impression, *userGroup* will be replaced by "test". Alternatively, if the impression is a controlled impression, *userGroup* will be replaced by "control".

- *Stat Type Clickthrough*: Represents the "eventAction" when the campaign event is a clickthrough
- *Stat Type Dismissal*: Represents the "eventAction" when the campaign event is a dismissal
- *Label*: Represents the "eventLabel" for any campaign events, generally defaulted to the campaign name and experience name

Set Custom Dimensions or Metrics

For each campaign, you can set a custom dimension or metric with campaign or experience information. Custom buckets will only be populated for campaign impression events.

1. Log into Evergage and open a campaign
2. Select **SETUP**
3. Select **GOOGLE ANALYTICS**
4. Select **Set a custom dimension or metric**
5. Select **Dimension** or **Metric**
6. Enter the **Dimension Index** or **Metric Index**
7. Enter the **Dimension Value** or **Metric Value**
8. Close **SETUP** and click **Save** to save the campaign

Event Properties Dynamic Syntax

A powerful component of the Google Analytics integration with Evergage is the dynamic population of event properties (Category, Action, Label) with the campaign name, ID, or experience name and ID. Additionally, you can assign the name of mapped action events to event labels.

Outlined below are the dynamic variables available for use within configuration fields.

Campaign Label or Event Category

- ${campaignName} - Will be replaced with the full campaign name for the stat event
- ${campaignId} - Will be replaced with the campaign ID for the stat event
- ${experienceName} - Will be replaced with the full experience name for the stat event
- ${experienceId} - Will be replaced with the experience ID for the stat event
- ${currentDate} - Will be replaced with the current full date formatted as: yyyymmdd (e.g. 20160801)

Event Label for Actions Only

- ${actionName} - For page load or page click action events, this variable will be replaced with the Evergage action name

Campaign Stat Type

- ${userGroup} - When an A/B campaign is displayed to a user, this variable will be replaced with either "Test" or "Control" to represent the *userGroup* percentage split