Google Analytics - GA4

Click4Assistance allows integration with Google Analytics, providing valuable information within your GA interface which links events such as chat started or offline form completed with your tracking information

Converse | Monitor | Engage

Google Analytics Integration

Overview

Having the ability to adjust raw HTML and JavaScript events allows any type of 3rd party plugin to be added to any of the forms for each tool. This flexibility enables products such as Google Analytics (GA) and Oracle to be integrated within Click4Assistance.

Note: GA is only compatible with the **Popup** chat window type, due to Google's policy on cross-domain tracking within an iframe (**Embedded**). Please contact us for more information.

Although Click4Assistance provides many reports, clients like to review the number of chats that occurred in GA reports.

If using GA4 to monitor your website activity, events and conversions, Click4Assistance can be integrated with your GA4 account allowing you to measure visitor activities that occurs within each tool. For example, if you're using the chat tool, within GA you can record how many:

- Pre-Chat forms opened

- Number of chats started (Dialogue form opened)

- Offline forms opened

- Offline forms completed

To achieve integration with GA4, you will need to create & define the events within GA4 dashboard you wish to track. You will then need to add some GA4 script to the relevant forms, this script will tell GA that an 'Event' has occurred (Pre-Chat, Dialogue, Offline form opened etc.).

In order to set up custom events that will be triggered in situations such as a chat starting for example, there are 4 steps:

1) Set up the GA4 script on your website.

2) Enabled cross-domain tracking in GA.

3) Create custom event in GA.

4) Add your GA4 script into the HTML of the form(s) in which you wish events such as a chat starting to be triggered.

Tech stuff: The Click4Assistance tool operates under a different domain to your website. Therefore, in order for GA4 to register goals from a different domain you must adjust the cross-domain settings of your website in the GA4 dashboard to allow GA4 to accept events from Click4Assistance. If this mechanism wasn't in place, it would allow other unscrupulous sites to register events against your GA4 account without your knowledge.

Step 1

Before moving onto the next steps, ensure you have Google Analytics (GA4) script on your website, or Google Tag Manager (GTM) script on your website which uses a GA4 Tag.

If you are using Google Analytics (UA) script on your website, or Google Tag Manager (GTM) script on your website which uses a UA Tag, please refer to this document:

- https://click4assistance.co.uk/documents/Guide-GoogleAnalyticsIntegrationUA.pdf

If you do not have any Google Analytics or Google Tag Manager scripts on your website, then please refer to https://support.google.com for more information.

Step 2

In order to enable C4A to trigger events – for example when a chat is started on your website when the Dialogue form opens, you will need to configure C4A as a cross-domain against your GA4 property (typically your GA property will be your website).

To configure C4A as a cross-domain for your property:

1)   Go to the Admin module within the GA4 dashboard.

2)   From the Account dropdown select your account, then using the Property dropdown select your property. Underneath your property, click on "Data Streams" to view the list of data streams associated with your property.

Account + Create Account	Property + Create Property
www.click4assistance.co.uk ▾	http://www.Click4Assistance.co.uk ▾
🏢 Account Settings	☑ Setup Assistant
👥 Account Access Management	▢ Property Settings
▽ All Filters	👥 Property Access Management
🕔 Account Change History	⚏ Data Streams
🗑 Rubbish Bin	👆 Events
	⚑ Conversions
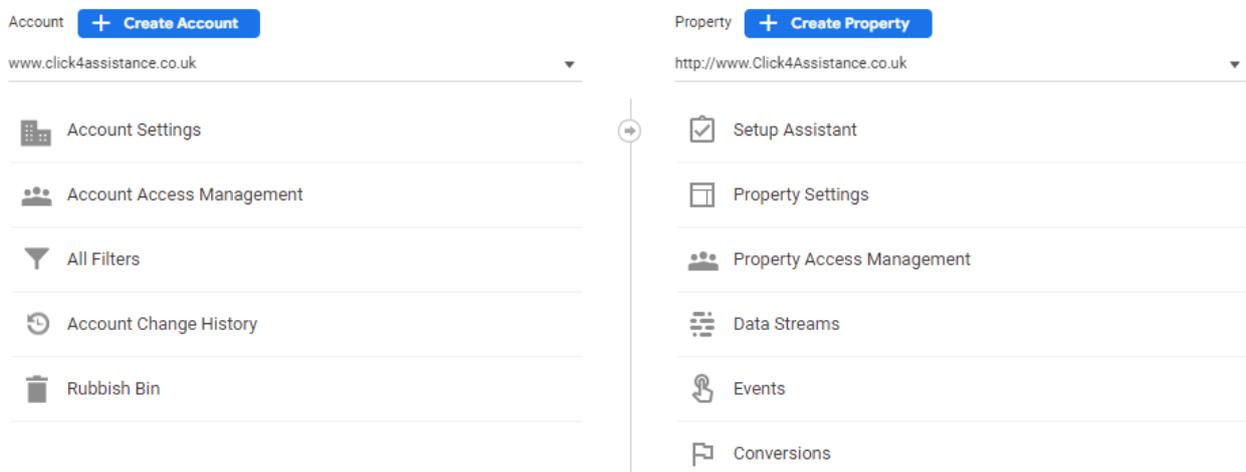
3)   Click on the data stream from the list, you can use the "iOS", "Android", and "Web" filters to quickly navigate to the specific data stream you need.

Data Streams

All iOS Android **Web**		Add stream ▾
🌐 http://www.Click4Assistance.co.uk - GA4 http://www.click4assistance.co.uk	Receiving traffic in past 48 hours.	❯
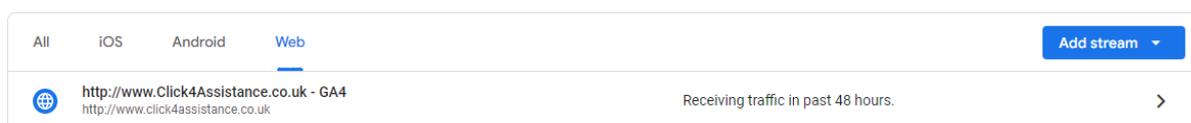
4)   Under the **Google Tag** section, select **Configure tag settings**.

5)   Under the **Settings** section, select **Configure your domains** option to begin setting up cross-domain measurement.

6)   In the **Configuration** section under **Match Type** property select the **Exactly Matches** option from the dropdown and set the **Domain** property to **v4in1-ti.click4assistance.co.uk**. This now tells Google that events can be triggered from the C4A domain.

Configuration

Include domains that match the following conditions

Match type	Domain
Exactly matches	v4in1-ti.click4assistance.co.uk

Step 3

Now you will need to create the events you want to trigger and monitor. The steps below show how to set up an event.

1) Go to the Admin module within the GA4 dashboard.

2) From the Account dropdown select your account, then using the Property dropdown select your property. Underneath your property, click on **Events**.
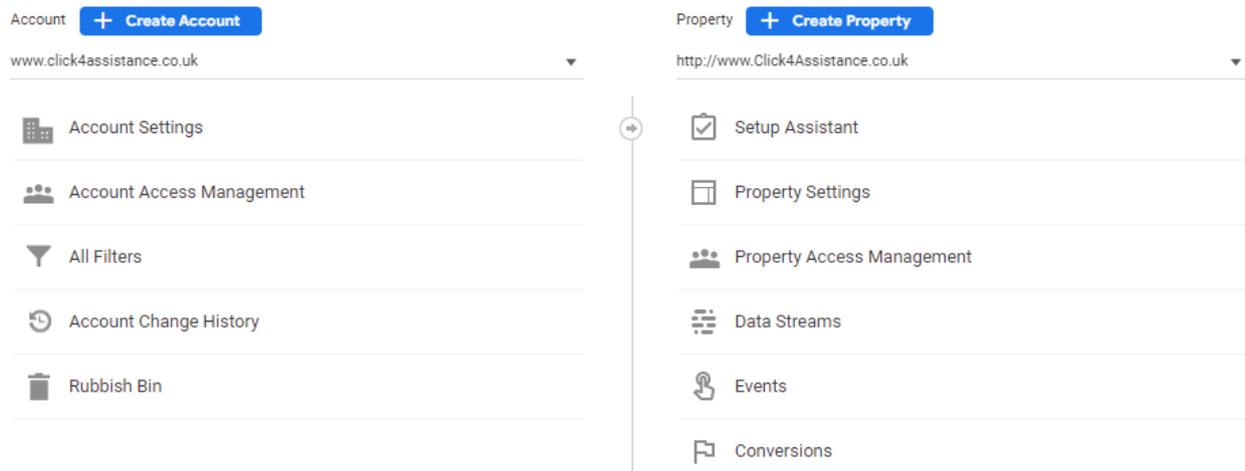
3) Above the **Existing Events** section, click the **Create event** button.

4) A list of your custom events will be listed here, if you already have some. Click the **Create** button in the top right to start configuring a new event.
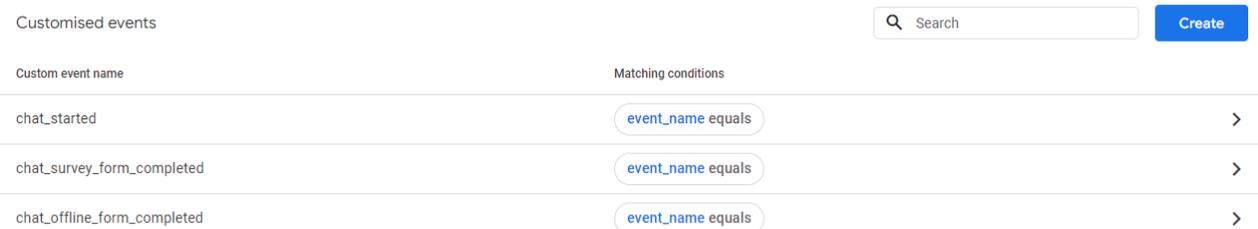
5) In the **Configuration** section which appears, you will need to set the name of the event. You can create an event which will be triggered on any of the C4A forms, but if you want an event for when a chat is started (when the Dialogue form opens) you could name the event **chat_started**. Leave all other settings as they are and click the **Create** button in the top right.

Configuration

Custom event name ⑦

```
chat_started
```

Matching conditions

Create a custom event when another event matches ALL of the following conditions

Parameter	Operator	Value
event_name	equals ▾	

Add condition

Parameter configuration

☑ Copy parameters from the source event

Modify parameters ⑦

Add modification

Note: Remember the name of the event as it will be required in the next section, in this example we have called it **chat_started**

Note: If you wish to mark this event as a conversion, from the list of existing events turn on the **Mark as conversion** switch.

Step 4

With your custom event(s) created, you will now need to trigger those events. This is done by placing script on any of the C4A forms you want to trigger an event for – as an example, you may wish to trigger a **chat_started** event on a Dialogue form. To do this:

1) Copy your GA4 script into the <head> of your Dialogue form. Google recommends the script to be placed immediately after the <head> tag as shown below.

```
<head>
        <!-- Google tag (gtag.js) -->
        <script async src="https://www.googletagmanager.com/gtag/js?
        id=G-XXXXXXXXXX"></script>
        <script>
                window.dataLayer = window.dataLayer || [];
                function gtag(){dataLayer.push(arguments);}
                gtag('js', new Date());
                gtag('config', 'G-XXXXXXXXXX');
        </script>
```

> **Note:** If copying the above script, remember to use your own GA4 tag ('G-XXXXXXXXXX').

2) Next you will need to trigger the event. This is done by placing the below script within the C4A_CustomLoad function within the Dialogue form.

```
function C4A_CustomLoad() {
        // Custom code here…
        if (!C4ATL.Debug.IsDebug()) {
                gtag('event', 'chat_started', {
                        'provider': 'C4A',
                        'experience_name': 'Experience 1 – Popup Reactive'
                });
        }
}
```

> **Note:** It is important that the event name you pass to the gtag function (in the above example this is **chat_started**) exactly matches the name of the event you created in step 3.

> **Note:** The above script uses the **C4ATL.Debug.IsDebug()** check to ensure that the GA4 event is only triggered when the form is not being displayed in the preview window within the Click4Assistance application.

Using the example script above, the script triggers the **chat_started** event and passes through **optional** data relating to that event:

1) provider = C4A (The application where the event originates from)

2) experience_name = Experience 1 – Popup Reactive (The name of the C4A experience)

These details will help distinguish between different types of **chat_started** events. For example, if your website uses 2 different Chat Experiences, you could set the **experience_name** parameter to match the name of the Experience, then you could compare which Chat Experience receives more started chats.

Note: While the example uses the optional property names: provider and experience_name, you can name the properties however you like to suit your needs.

Note: GA4 may not process/display these events until 48 hours after the actual event occurred.

Testing & Debugging

In order test events and receive immediate data in GA to ensure your implementation is set up and working correctly, you can enable debug mode for your events by making a small change to your script.

Find the script which triggers your event, and set the **debug_mode** flag as shown below:

```
function C4A_CustomLoad() {
        // Custom code here…
        if (!C4ATL.Debug.IsDebug()) {
                gtag('event', 'chat_started', {
                        'provider': 'C4A',
                        'experience_name': 'Experience 1 – Popup Reactive'
                        'debug_mode': true
                });
        }
}
```

Note: Don't forget to remove the **debug_mode** flag when you go live!

This will enable you to see real-time data of the events in the GA DebugView and allows you to perform quick and easy tests, ensuring the events are being triggered and pushing through the correct data.

The DebugView can be accessed with the following steps:

1) Log in to your GA account.

2) Navigate to the Admin dashboard then select your account from the Account dropdown, followed by selecting your property from the Property dropdown.

3) Beneath your property, select the DebugView option.

More information about DebugView can be found here:
https://support.google.com/analytics/answer/7201382?hl=en

In Summary

The Click4Assistance solution allows tracking in Google Analytics to link events, such as the window opening as goals. This provides vital management information to assist with marketing, operational decisions and reporting.

Following the guide should provide the relevant information however if you have any questions, our friendly support team are on hand to help. Please contact us on 01268 280826 or support@click4assistance.co.uk or start a chat.

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