

Using Google Tag Manager to view CUI tracking statistics (v2)





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About ACTIVE Network, LLC

ACTIVE Network, LLC is a technology and media company that helps millions of people find and register for things to do and helps organizations increase participation in their activities and events.

For more information about ACTIVE Network, LLC products and services, please visit <u>ACTIVEnetwork.com</u>.

If you have any questions about the features included in these release notes, please contact the ACTIVE Net Support team using the information below.

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Overview

This document provides instructions to use Google Analytics via Google Tag Manager. For more information about Google Tag Manager, see <u>Google Tag Manager</u>.

To use Facebook Pixels via Google Tag Manager, see <u>Using Facebook Pixels via</u> <u>Google Tag Manager</u>.





Configuring Google Analytics

Logging in to Google Analytics

Open the <u>Google Analytics</u> site. Log in to Google Analytics with a Google Account.

Creating a new property

To create a new property, execute the following steps:

- 1. Go to Google Analytics > Admin > Property Settings.
- 2. Create a new property. Enter the site address you want to track in the **Default URL** field.
- 3. Complete other required fields.
- 4. Save the property.

Result: A Tracking ID is displayed. The Tracking ID will be used to set up a Google Analytics tag.

For more information about how to create a property, see <u>Set up a property</u> in the Google Analytics Help site.

	Administration > Property Settings		8
	PROPERTY activenet Property Settings User Management js Tracking Info PRODUCT LINKING AdWords Linking AdWords Linking AdSense Linking	ANALYTICS EDUCATION Property Settings	propertyvide options. × Name the property to easily identify what you're tracking. For example, if it's a single water, like example com, give the property the same name. If it's successive versions of the same app, use some relevant name like AppXY2-AI/Versions. Select a default view for the property. Integrated services like AdWords Express and Google Play use the default view to pull data from Analytics. Analytics collects Industry Category information for future improvements to the data and reporting we can provide. This option is not mandatory, but audience participation is encouraged. Enable and/or configure additional reporting features like Demographics Reports and In-Page Analytics.
	Ad Exchange Linking	Property Settings	Move to Trash Ca
	All Products Postbacks	Basic Settings Tracking Id UA-76370814-1	
	Audience Definitions	Property Name activenet	
	Dd Custom Definitions	Default URL	





Enabling Ecommerce Tracking

To use ecommerce tracking tag, go to **Google Analytics** > **Admin** > **View** column > **Ecommerce Settings**, and set **Status** and **Enable Related Products** to **ON**.

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		OLS & ASSETS									- 1
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	Attributio										- 1
	Custom BETA	Channel Groupings									- 1
	📫 Custom	Alerts									- 1
	🔁 Schedu	led Emails									
	🗅 Shortcut	ts									
	+ Share A	ssets									





Configuring Google Tag Manager

Logging in to Google Tag Manager

Open the Google Tag Manager site. Log in using a Google Account.

Configuring basic tracking

To configure basic tracking, complete the following instructions.

Creating a container

To create a container, execute the following steps:

- 1. Under the **Account** Tab, click **Create Account**.
- 2. In the Account Name field, enter an account name.
- 3. Click Continue.
- 4. In the **Container Name** field, enter a container name.
- 5. In the Where to Use Container section, select Web.

Result: A unique Container ID is displayed for CUI online website tracking.

📑 Google Tag Manager	Accounts	Container	Versions	Admin		
Create Account						Q Filter
evan's account						÷
Container Name 🔺				Co	ontainer Type	Container ID
container				We	eb	GTM-TN96PW

Creating a Google Analytics tag

To create a Google Analytics tag, click a container name:

- 1. Click **New Tag**.
- 2. In the **Choose Product** section, select **Google Analytics**.
- 3. In the Choose a Tag Type section, select Universal Analytics.
- 4. In the **Configure Tag** section:
 - a. In the Tracking ID field, enter your Tracking ID generated by Google Analytics
 - b. In the Track Type dropdown, select Page View.
- 5. In the Fire On section, select All Pages.





6. Click Create Tag.

📑 Google Tag Manager	Accounts Container Versions Admin	
container отм-тм	96PW	Nc
Q Search	Universal Analytics 🕜	Unfiled items Y
Overview	Choose Product	i
Tags	Google Analytics	
Triggers	Choose a Tag Type	ľ
Wariables	Universal Analytics	
Folders	3 Configure Tag	
	Tracking ID (?) UA-76370814-1	
	Enable Display Advertising Features 🛞	
	Track Type Page View	
	> More settings	
	> Advanced Settings	
	Continue	

Creating another Google Analytics tag

For the 18.1 ACTIVE Net CUI architectural changes, refer to <u>Creating a</u> <u>Google Analytics tag</u> and create an additional Google Analytics tag and add two triggers for the tag.

To add a trigger for the tag:

- 1. On the tag page, click the **Triggering** field.
- 2. On the top-right corner, click +.
- 3. Add the two triggers:
 - a) In the Choose trigger type popup, select Page View.
 Select the This trigger fires on > All Page Views radio button.
 - b) In the Choose trigger type popup, select History
 Changes. Select the This trigger fires on > All History
 Changes radio button.



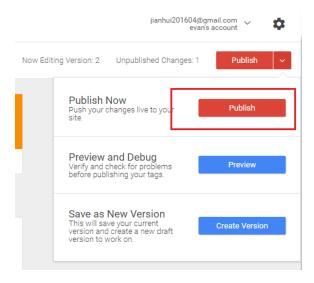


Trigger Configuration
Trigger type
Ø History Change
This trigger fires on All History Changes
References to this Trigger
O new page view Tag

Publishing a container

× History Change 🗀

After creating the container, on the top right corner, hover over the red **Publish** button. In the **Publish Now** field, click **Publish**.







Enabling ecommerce tracking

In Google Tag Manager, ecommerce tracking has two types of ecommerce:

- Standard ecommerce
- Enhanced ecommerce

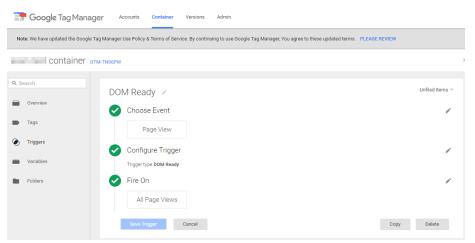
Note: ACTIVE Net supports only standard ecommerce.

For more information about ecommerce tracking, refer to <u>https://support.google.com/tagmanager/answer/6107169?hl=en</u>.

Creating a trigger

In the ACTIVE Net CUI, facility reservations use the consumer page to complete a transaction (instead of the shopping cart workflow). If you want to track ecommerce for facility reservations, execute the following steps:

- 1. Go to **Container** tab > **Triggers**. Click the **New** button to create a new trigger.
- 2. In the Choose Event section, select Page View.
- 3. In the **Configure Trigger** section > **Trigger type** dropdown, select **DOM ready**.
- 4. Click **Continue**.
- 5. In the Fire On section, select All Pages.
- 6. Click Create Trigger.



Note: this trigger can also track ecommerce for activities, Flex Registration programs, membership packages, gift cards, and donations.





Creating a Google Analytics tag

To create a Google Analytics tag, click a container name:

- 1. Click New Tag.
- 2. In the Choose Product section, select Google Analytics.
- 3. In the Choose a Tag Type section, select Universal Analytics.

Google Tag Manager	Accounts Container Versions Admin	
container стм-тм96Р	w	Ν
Q Search		Unfiled items ~
Overview	niversal Analytics	
➡ Tags	Choose Product	<i><i><i>a</i>¹</i></i>
Triggers	Coogle Analytics	
Wariables		<i><i><i>i</i>¹</i></i>
Folders	Universal Analytics	
3	Configure Tag	
	Tracking ID ?	
	UA-76370814-1	
	Enable Display Advertising Features 🕐	
	Track Type	
	Transaction •	
	Use ecommerce tracking to find out what visitors buy through your site. Learn more	
	To use this option, your webmaster must have set up the data layer on your page above your Google Tag Manager snippet according to the sugges variables	ited data layer
	> More settings	
	> Advanced Settings	
	Continue	

- 4. In the **Configure Tag** section:
 - a. In the Tracking ID field, enter your Google Analytics Tracking ID.
 - b. In the **Track Type** dropdown, select **Transaction**.
- 5. In the **Fire On** section, click **More** and select the trigger created in <u>Creating</u> trigger.

Choose from existing	Triggers		
New			Q Filter
Name	Туре	Filter	
OOM Ready	DOM Ready		
All Pages	Page View		
Save Cancel			

6. Click Create Tag.





Creating another Google Analytics tag

For the 18.1 ACTIVE Net CUI architectural changes, refer to Creating a Google Analytics tag and create an additional Google Analytics tag and add a trigger for the tag.

× Tran	ag 🗀
	Tag Configuration
	Tag type
	Google Analytics
	Track Type Transaction
	Google Analytics Settings ? ✓ Enable overriding settings in this tag ? Tracking ID ? UA-109661758-6

To add a trigger for the tag:

- On the tag page, click the **Triggering** field. 1.
- 2. On the top-right corner, click +.
- 3. Add the trigger:
 - a. In the **Choose trigger type** popup, select **Custom** Event.
 - b. In the Trigger Configuration page > Event name field, enter payOrder.
 - c. Select the This trigger fires on > All Custom Events radio button.
- imes Custom Event for tran \Box

Trigger Configuration Trigger type O Custom Event Event name payOrder This trigger fires on All Custom Events References to this Trigger	CHANGE
Custom Event Event name payOrder This trigger fires on All Custom Events References to this Trigger	
Event name payOrder This trigger fires on All Custom Events References to this Trigger	
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This trigger fires on All Custom Events References to this Trigger	
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References to this Trigger	
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Publishing a container

After creating the container, on the top right corner, hover over the red **Publish** button. In the **Publish New** field, click **Publish**.

Enabling cross domain tracking

Cross domain tracking is used to track visitors across website domains. To configure cross domain tracking, see the **Step by Step** chapter in the <u>Cross</u> <u>Domain Tracking</u> Help site.





Enabling Google Tag Manager in the ACTIVE NET AUI

To enable Google Tag Manager, execute the following steps:

In the ACTIVE NET > AUI > System Settings > Configuration - Online > Online Website Tracking section > Analytics Type dropdown, select Google Tag Manager.

Online Website Tracking		
	Tracking with Google Analytics 📝	
	Analytics Type Google Tag Manager Container ID* GTM-PV2VM2	

In the **Container ID** field, enter your Google Tag Manager Container ID.





Google Analytics Reporting

Google Tag Manager does not have reporting tools. Use Google Analytics reporting to view tracking statistics. For more information about Google Analytics Reporting, see <u>Reporting tools</u>.



Using Facebook Pixels via Google Tag Manager

To use Facebook Pixels via Google Tag Manager, see <u>How do I install the</u> <u>Facebook pixel with Google Tag Manager?</u>. Note the Container ID and follow the instructions in <u>Enabling Google Tag Manager in the ACTIVE NET AUI</u>.

For more information about Google Tag Manager, see Google Tag Manager.

