



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



## ACTIVE Network, LLC

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ACTIVE Network, LLC  
Dallas Corporate Office  
717 N. Harwood Street, Suite 2500  
Dallas, Texas 75201

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For more information about ACTIVE Network, LLC products and services, please visit [ACTIVEnetwork.com](http://ACTIVEnetwork.com).

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

**Phone:** 1-800-663-4991

**Email:** [activenetsupport@activenetwork.com](mailto:activenetsupport@activenetwork.com)

**Website:** <http://support.activenetwork.com/activenet>

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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 [Google Tag Manager](#).

To use Facebook Pixels via Google Tag Manager, see [Using Facebook Pixels via Google Tag Manager](#).

# Configuring Google Analytics

## Logging in to Google Analytics

Open the [Google Analytics](#) site. Log in to Google Analytics with a Google Account.

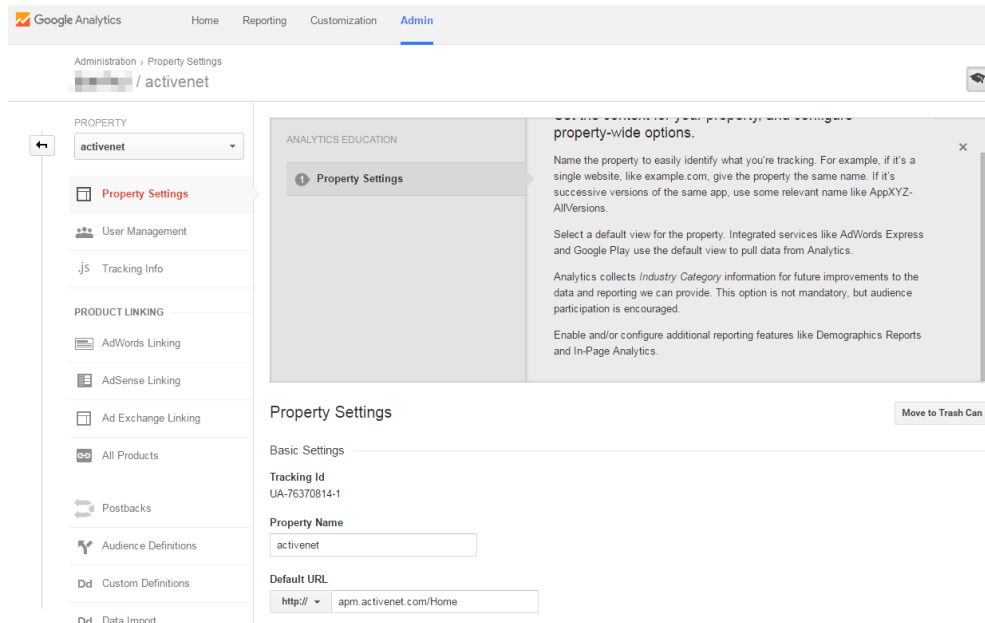
## Creating a new property

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.

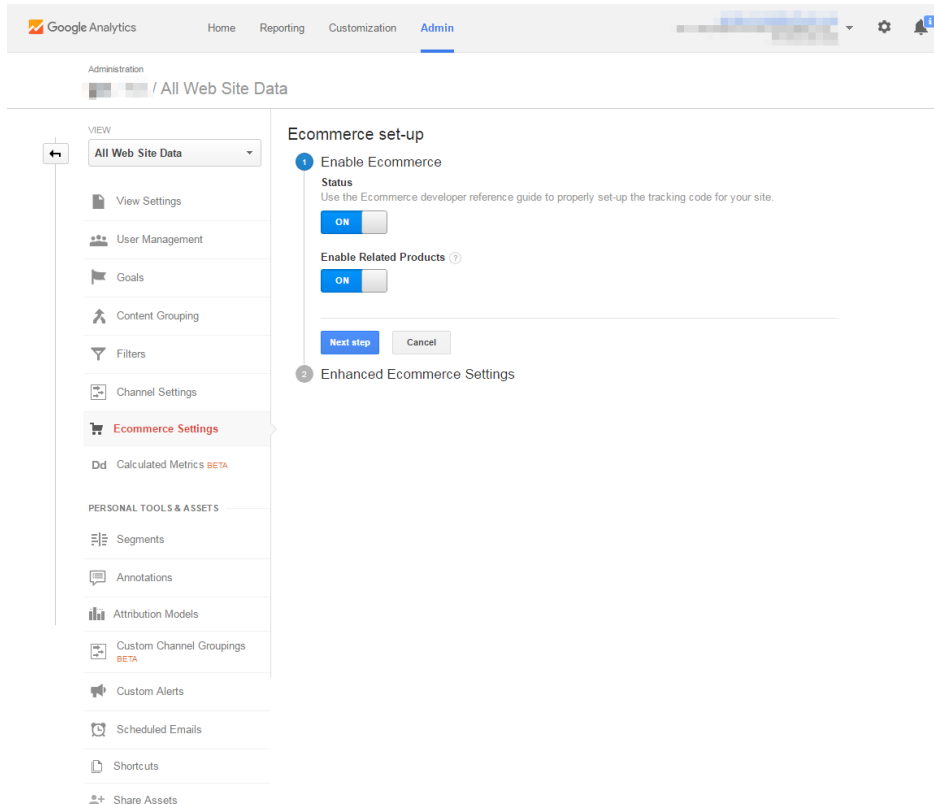
Result: A Tracking ID is displayed. The Tracking ID will be used to set up a Google Analytics tag.

For more information about how to create a property, see [Set up a property](#) in the Google Analytics Help site.



## 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**.



# 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

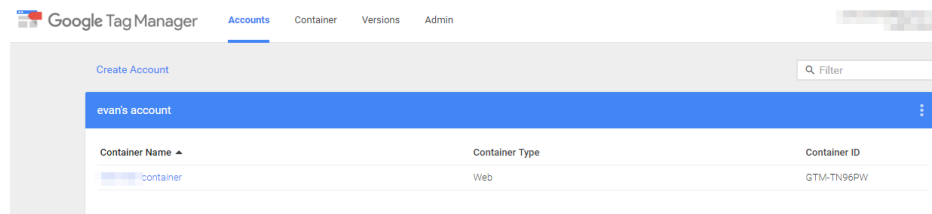
To configure basic tracking, complete the following instructions.

### 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.

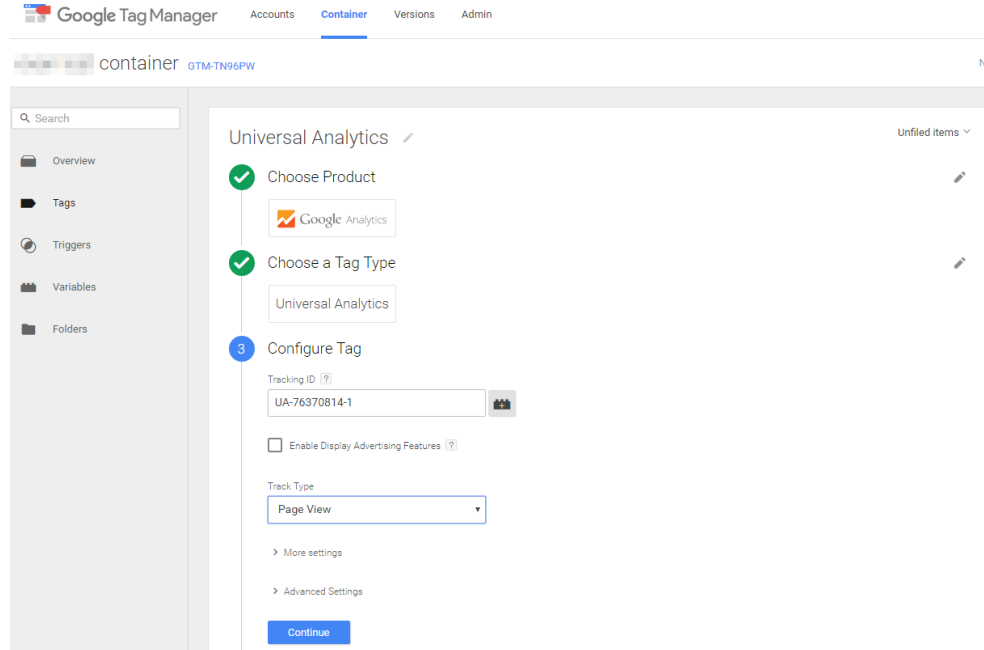


### Creating a Google Analytics tag

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**.



## 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 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.



× History Change

Trigger Configuration

Trigger type

**History Change**

This trigger fires on

All History Changes

References to this Trigger

new page view  
Tag

## Publishing a container

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

jianhui201604@gmail.com  
evan's account

Now Editing Version: 2   Unpublished Changes: 1   **Publish**

**Publish Now**  
Push your changes live to your site.   **Publish**

**Preview and Debug**  
Verify and check for problems before publishing your tags.   **Preview**

**Save as New Version**  
This will save your current version and create a new draft version to work on.   **Create Version**

## Enabling ecommerce tracking

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

- Standard ecommerce
- Enhanced ecommerce

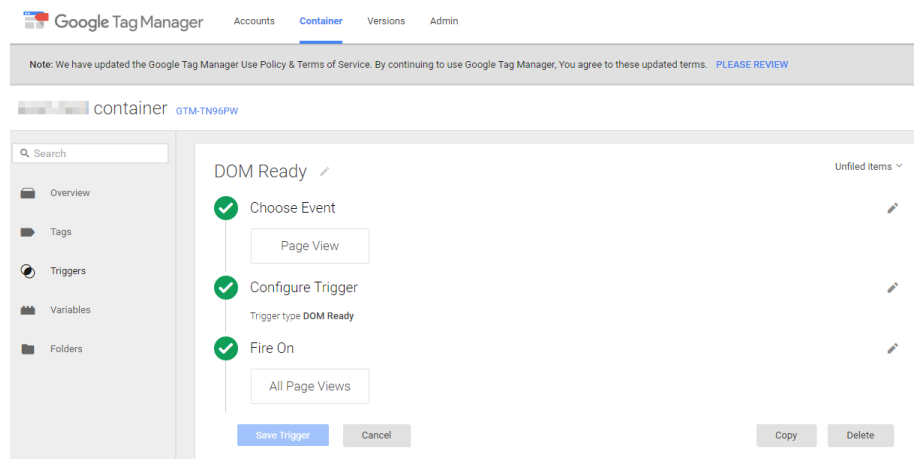
**Note:** ACTIVE Net supports only standard ecommerce.

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

### 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**.

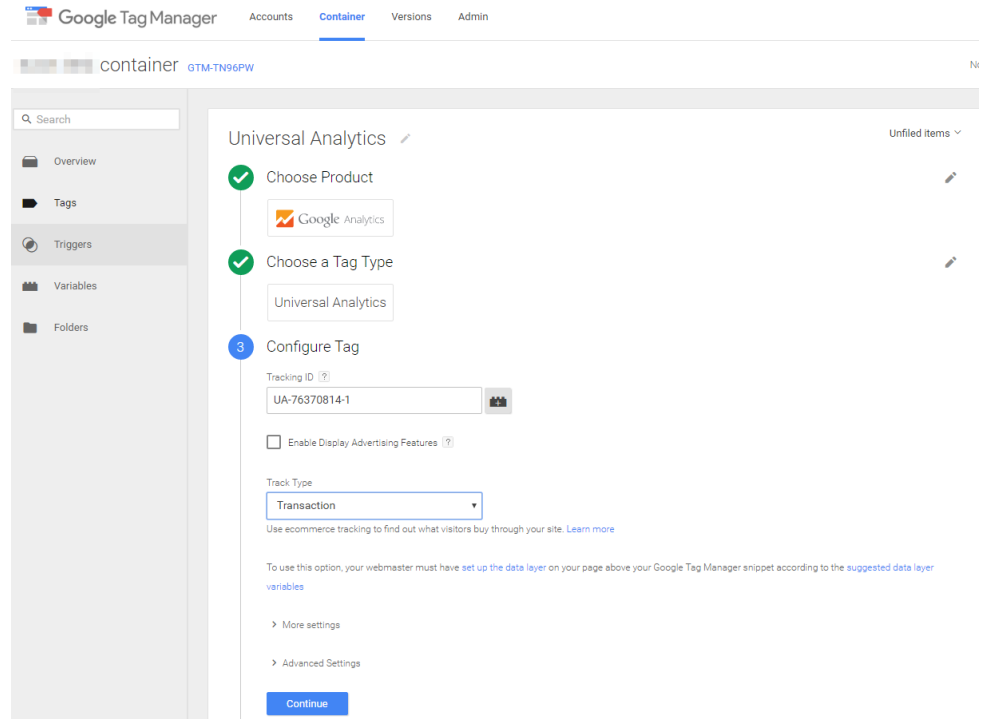


Note: this trigger can also track ecommerce for activities, Flex Registration programs, membership packages, gift cards, and donations.

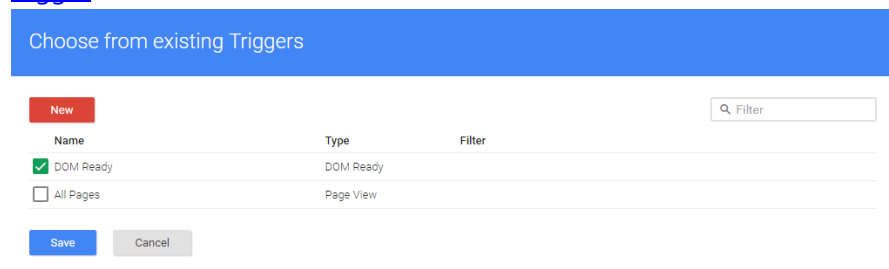
## Creating a Google Analytics tag

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**.



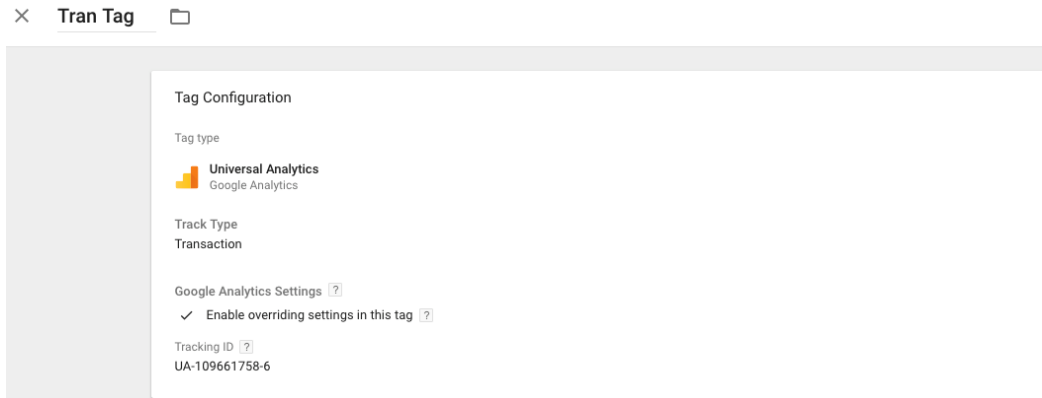
4. In the **Configure Tag** section:
  - a. In the Tracking ID field, enter your Google Analytics Tracking ID.
  - b. In the **Track Type** dropdown, select **Transaction**.
5. In the **Fire On** section, click **More** and select the trigger created in [Creating trigger](#).



6. Click **Create Tag**.

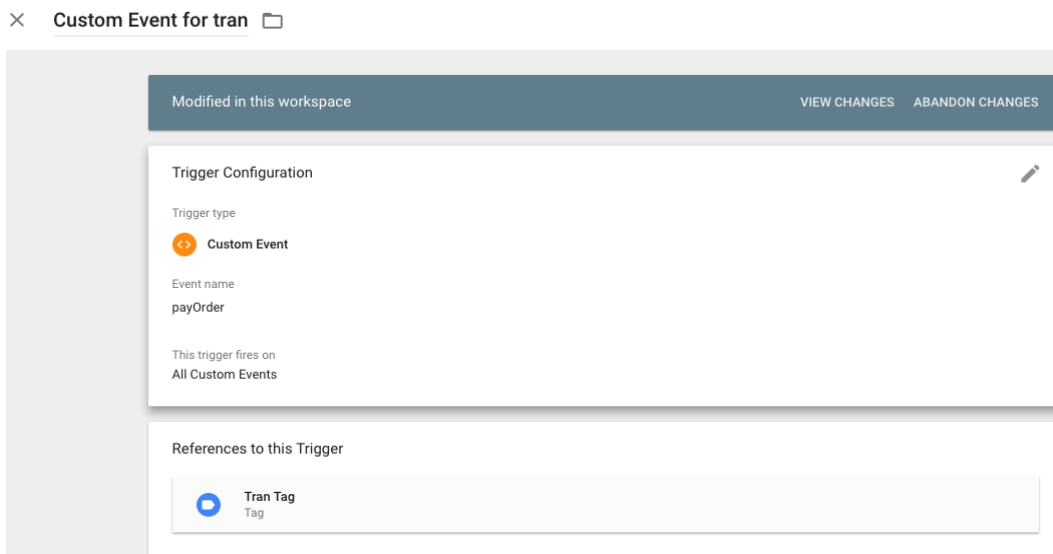
## Creating another Google Analytics tag

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.



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 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.



## 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**.

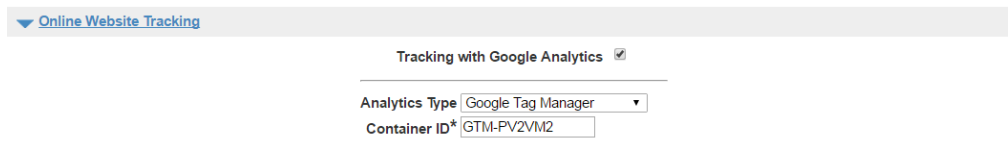
## Enabling cross domain tracking

Cross domain tracking is used to track visitors across website domains. To configure cross domain tracking, see the **Step by Step** chapter in the [Cross Domain Tracking](#) 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

Container ID\*

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 [Reporting tools](#).

# Using Facebook Pixels via Google Tag Manager

To use Facebook Pixels via Google Tag Manager, see [How do I install the Facebook pixel with Google Tag Manager?](#). Note the Container ID and follow the instructions in [Enabling Google Tag Manager in the ACTIVE NET AUI](#).

For more information about Google Tag Manager, see [Google Tag Manager](#).