

# Google Tag Manager Google Analytics

Setup Guide – Web Activity Gadget

Updated November 2023



# Objective

This guide describes the steps involved in setting up the Google Tag Manager and Google Analytics in order to support the Web Activity Gadget related functionality of the AdIntel App for Salesforce

# Setup

- The setup involves the following steps:
  - Create the relevant variables
    - property\_id
    - measurement\_id
    - CK - Client ID
    - JS – Client ID
  - Create tags
    - Pageview – GA4
    - PDF Clicks – GA4
    - datalayer – Set Property Id
  - Create a trigger
    - Trigger - PDF Clicks
  - Publish the changes
  - Google Analytics Setup
  - GTM script on the website

# Variables

- property\_id
- measurement\_id
- CK - Client ID
- JS – Client ID
- gtag event settings - client id - user properties



# Variables

## Property Id (1/2) – Create the variable

CURRENT WORKSPACE

Default Workspace >

- Overview
- Tags
- Triggers
- Variables**
- Folders
- Templates

Built-In Variables ⓘ

Name ↑	Type
Click URL	Data Layer Variable
Event	Custom Event
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP Referrer

User-Defined Variables

<input type="checkbox"/> Name ↑	Type	Last Edited
---------------------------------	------	-------------


Configure

New

Select **Variables** and then click the **New** button


# Variables

Property Id (2/2) – Provide your GA4 web site property Id

×  

Variable Configuration

Variable Type

 Constant

Value

Ensure that you provided the appropriate GA4 property id for the **property\_id** field and then click the **Save** button

# Variables

Measurement Id – Create the variable to store GA4 measurement id value

×  📁 Save

Variable Configuration

Variable Type

Constant

Value

Ensure that you provided the appropriate GA4 measurement id for the **measurement\_id** field and then click the **Save** button

# Variables

CK – Client ID – Create the cookie variable



CK - Client ID



Save

## Variable Configuration

Variable Type



1st Party Cookie

Cookie Name

\_ga

## References to this Variable



JS - Client ID  
Variable




# Variables


## JS – Client ID – Create the JavaScript variable (1/2)

× JS - Client ID

Save

Variable Configuration 

Variable Type

 Custom JavaScript

Custom JavaScript 

```
1 // Extract Client ID from the cookie string
2
3 function() {
4   return {{CK - Client ID}}.slice(6);
5 }
```

# Variables

## JS – Client ID – Create the JavaScript variable (2/2)

Copy the following JavaScript code in the Custom JavaScript section and click the **Save** button

```
// Extract Client ID from the cookie string
function() {
  return {{CK - Client ID}}.slice(6);
}
```

# Variables

gtag event settings - client id - user properties – Create the variable

× gtag event settings - client id - user properties

## Variable Configuration

Variable Type



Google Tag: Event Settings

## Google Analytics User Properties

Property Name

client\_id

Value

{{JS - Client ID}}

## References to this Variable



Pageview - GA4  
Tag

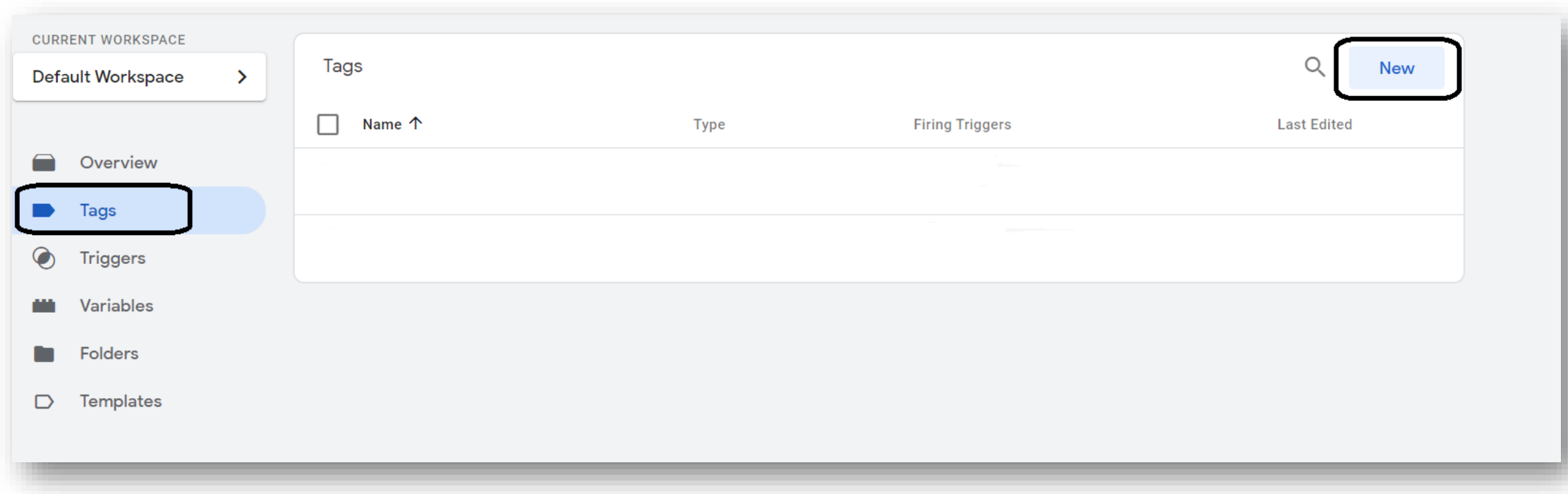
# Tags

- Pageview – GA4
- PDF Clicks – GA4
- datalayer – Set Property Id



# Tags

## Pageview – GA4 : Create the tag (1/2)



The screenshot shows the GA4 interface. On the left sidebar, under 'CURRENT WORKSPACE', the 'Default Workspace' is selected. Below this, the 'Tags' menu item is highlighted with a blue bar and a black border. The main content area is titled 'Tags' and contains a table with the following columns: 'Name ↑', 'Type', 'Firing Triggers', and 'Last Edited'. A search icon is located to the left of the 'New' button, which is highlighted with a black border in the top right corner of the main content area.

Select **Tags** and click the **New** button


# Tags

## Pageview – GA4 : Create the tag (2/2)

Pageview - GA4

### Tag Configuration

Tag Type

 **Google Tag**  
Google

Tag ID ⓘ  
{{measurement\_id}}

#### Configuration settings


Configuration Parameter		Value
send_page_view	✓	true

#### Shared event settings

Event Settings Variable  
{{gtag event settings - client id - user properties}} ⓘ

### Triggering

Firing Triggers

 **All Pages**  
Page View

Define the Tag Configuration as shown and save it


# Tags

## PDF Clicks – GA4 : Create the tag

× PDF Clicks - GA4 📁 Save

Tag Configuration

Tag Type

 **Google Analytics: GA4 Event**  
Google Marketing Platform

Configuration Tag ?  
Pageview - GA4

Event Name ?  
{{Click URL}}

Define the Tag Configuration as shown above and click the **Save** button

# Tags

## datalayer – Set Property Id : Create the custom HTML tag (1/2)

× datalayer - Set Property Id 📁 Save

### Tag Configuration

Tag Type

**<>** Custom HTML  
Custom HTML Tag

HTML ⓘ

```
1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({
4   'propertyId' : {{property_id}}
5 });
6 </script>
```

### Triggering

Firing Triggers

**👁** All Pages  
Page View



# Tags

## datalayer – Set Property Id : Create the custom HTML tag (2/2)

Copy the following JavaScript code in the Custom HTML section and click the **Save** button

```
<script>
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
'propertyId' : {{property_id}}
});
</script>
```

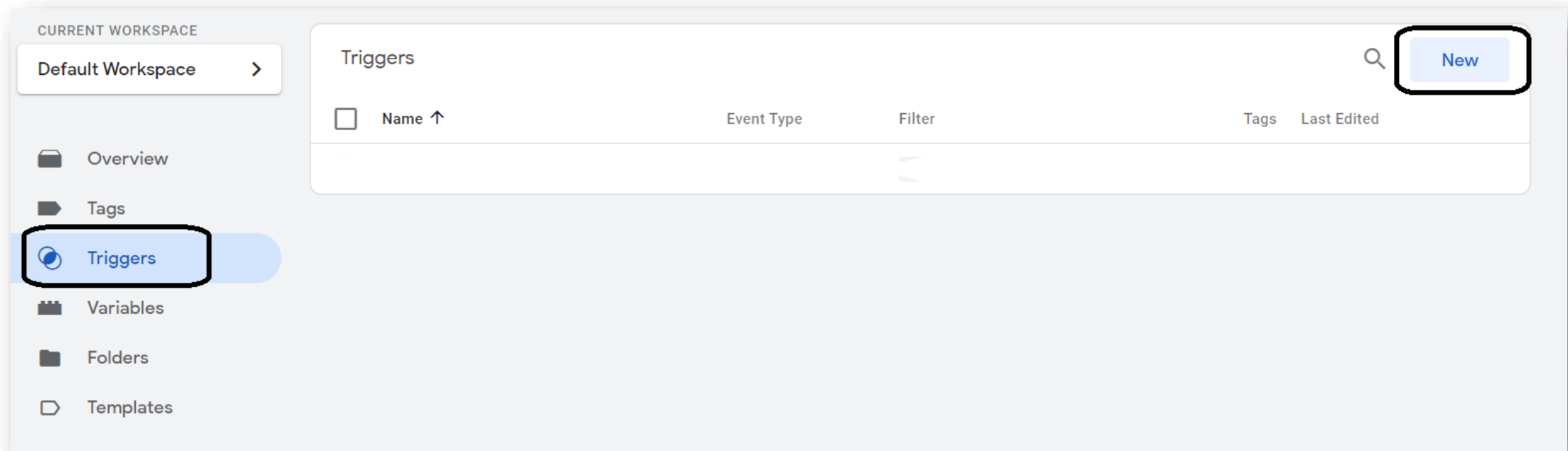
# Triggers

- Trigger - PDF Clicks



# Triggers

## Trigger - PDF Clicks : Create the trigger (1/2)



The screenshot shows a software interface for managing triggers. On the left is a sidebar with a 'CURRENT WORKSPACE' section containing 'Default Workspace' and a list of menu items: Overview, Tags, Triggers (highlighted with a blue bar and a black box), Variables, Folders, and Templates. The main area is titled 'Triggers' and features a search icon and a 'New' button (highlighted with a black box). Below this is a table with columns: Name (with an upward arrow), Event Type, Filter, Tags, and Last Edited. The table is currently empty.

Select **Triggers** and click the **New** button


# Triggers

## Trigger - PDF Clicks : Create the trigger (2/2)

× Trigger - PDF Clicks 📁 Save

### Trigger Configuration

Trigger Type

 Click - Just Links

Wait for Tags  
Max wait time 2000 milliseconds


Enable this trigger when all of these conditions are true

Page URL contains /

This trigger fires on

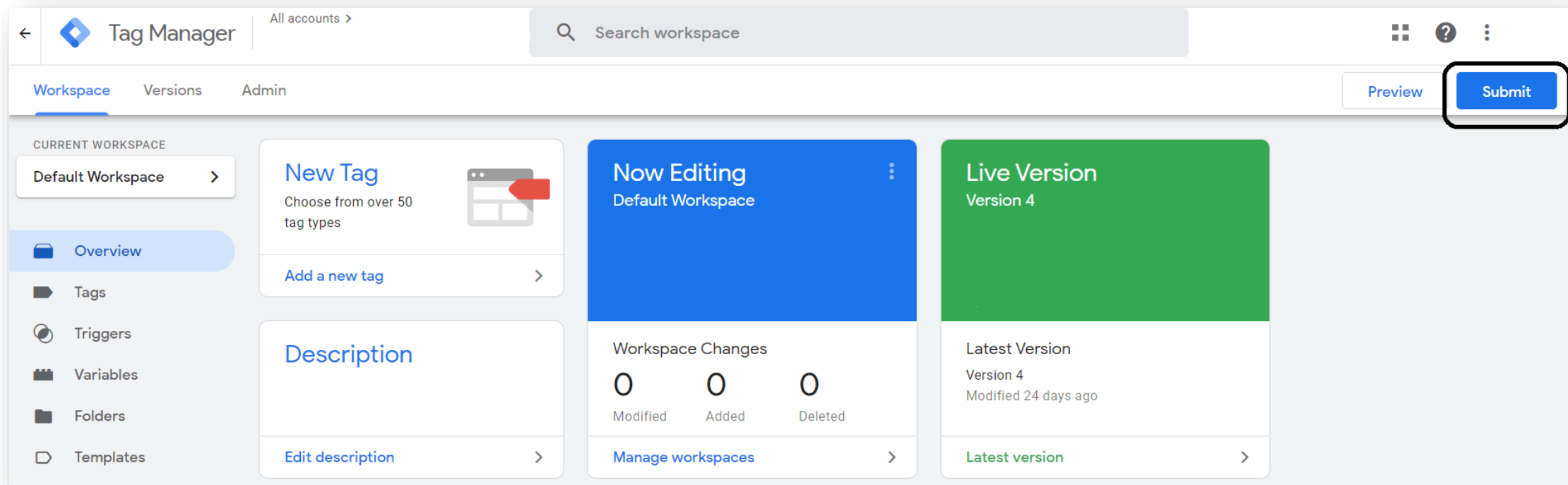
Click URL contains .pdf

### References to this Trigger

 PDF Clicks - GA4  
Tag

Define the Trigger Configuration as shown above and click the **Save** button

# Publish the Updates



The screenshot shows the Google Tag Manager interface. At the top, there is a navigation bar with 'Tag Manager' and 'All accounts >'. A search bar labeled 'Search workspace' is on the right. Below the navigation bar, there are tabs for 'Workspace', 'Versions', and 'Admin'. In the top right corner, there are 'Preview' and 'Submit' buttons. The 'Submit' button is highlighted with a red box. The main content area is divided into three columns. The left column is a sidebar with 'CURRENT WORKSPACE' and 'Default Workspace >'. Below this are menu items: 'Overview', 'Tags', 'Triggers', 'Variables', 'Folders', and 'Templates'. The middle column has a 'New Tag' section with the text 'Choose from over 50 tag types' and an 'Add a new tag >' button. Below that is a 'Description' section with an 'Edit description >' button. The right column has a 'Now Editing Default Workspace' section with a 'Manage workspaces >' button. Below that is a 'Live Version Version 4' section with 'Latest Version Version 4 Modified 24 days ago' and a 'Latest version >' button.

Click the **Submit** button to publish the changes

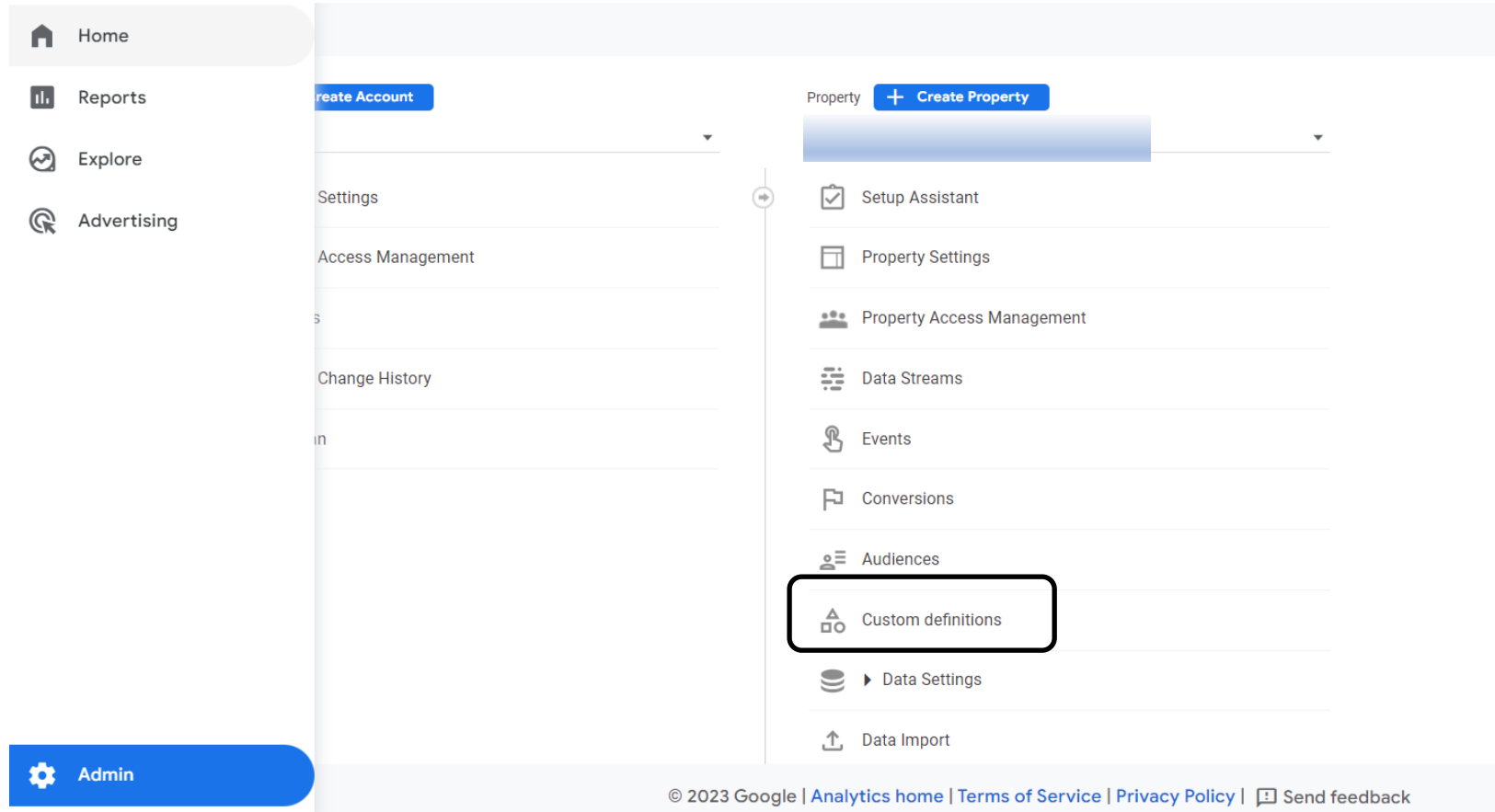
# Google Analytics Setup

- Client ID



# Custom Dimension

Client ID : Create the custom dimension (1/2)



The screenshot displays the Google Analytics Admin interface. On the left, a navigation sidebar includes 'Home', 'Reports', 'Explore', 'Advertising', and 'Admin' (highlighted in blue). The main content area shows the 'Property' settings for a selected property. A dropdown menu is open, listing various options: 'Setup Assistant', 'Property Settings', 'Property Access Management', 'Data Streams', 'Events', 'Conversions', 'Audiences', 'Custom definitions' (highlighted with a black box), 'Data Settings', and 'Data Import'. The footer contains copyright information and links to 'Analytics home', 'Terms of Service', 'Privacy Policy', and 'Send feedback'.

From the **Admin** screen, select **Custom definitions** for your **GA4** property

# Custom Dimension

Client ID : Create the custom dimension (2/2)

Custom definitions Quota information

[Custom dim](#)

× Edit custom dimension Save Create custom dimensions

Dimension name	User property/Parameter	Last changed

Dimension name <sup>?</sup>  Scope <sup>?</sup>

Description <sup>?</sup>

User property <sup>?</sup>

Select **Create custom dimensions** button and create it as shown above and click the **Save** button



# GTM Script on Website



# GTM Script

Ensure that your website consists the following script

- Paste this code as high in the <head> of the page as possible.
- Note that **GTM-XXXXXX** is a placeholder in the code below. Replace it with your GTM container id.

```
<!-- Google Tag Manager -->  
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':  
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],  
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=  
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);  
})(window,document,'script','dataLayer','GTM-XXXXXX');</script>  
<!-- End Google Tag Manager -->
```

- Additionally, paste this code immediately after the opening <body> tag:

```
<!-- Google Tag Manager (noscript) -->  
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXXXX"  
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>  
<!-- End Google Tag Manager (noscript) -->
```

# Thank You

