

Integrate with Google Analytics



This content is for clients that have *never* integrated their Google Analytics setup with Monetate and use Google tag (`gtag.js`).

If you have *never* integrated your Google Analytics setup with Monetate and you use Google Tag Manager, then follow the instructions in [Integrate with Google Analytics When Using Google Tag Manager](#).

If you've previously integrated an earlier version of Google Analytics with Monetate and now need to update that integration after creating a Google Analytics 4 property, then follow the instructions in [Migrate Existing Google Analytics Integration to Google Analytics 4](#) and [Set Up a Google Analytics 4 Integration Using Google Tag](#).

Follow these steps to set up an integration with Google Analytics.

1. Click the settings icon in the top navigation bar and then select **Integration**.

The screenshot shows the Monetate dashboard for the account 'monetate.mybigcommerce.com'. The top navigation bar includes 'DASHBOARD', 'EXPERIENCES', 'AUDIENCES', 'COMPONENTS', 'DATASETS', and 'ANALYTICS'. A settings icon (gear) is highlighted in the top right corner. A dropdown menu is open, showing options under 'ACCOUNT' (Sites, API Documentation, Users, Script Revision, Integration, Compliance Tools, Default Metrics, Email, Seasonality, Engine Context) and 'CONTENT' (Experience Tags). The 'Integration' option is highlighted in purple, and a red arrow points to it from the 'Standard' analytics card on the dashboard. The dashboard itself displays three analytics cards: 'Auto Personalization experiences' (2), 'Dynamic Test experiences' (8), and 'Standard' (40, 100%).

2. On the **Third-Party Analytics** tab, take one of the following actions:
 - If the account doesn't have any third-party analytics custom reports, then click **SELECT** for **Google Analytics**.

Integration

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

Third-Party Analytics

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

No Active Reports

Pick one of the third-party platforms below or create your own.

Contentsquare

SELECT

Google Analytics

SELECT

Custom Reporting

SELECT

- If the account already has a third-party analytics report, then click **ADD REPORT** and select **Google Analytics**.

Integration

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ADD REPORT

Google Analytics

Contentsquare

Custom

3. Optionally, set **Enable by default for all new experiences** to **YES** if you want Monetate to push experience data for all new experiences to Google Analytics.



Enabling this setting *does not* enable Google Analytics reporting for existing Web experiences. You must add the new report to each existing experience. See [Enabling Google Analytics at the Experience Level](#) for more information.

Integration

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

Third-Party Analytics

ADD REPORT

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GOOGLE ANALYTICS

Google Analytics Configuration

Enable by default for all new experiences NO

Data will be reported in the following formats:

No Control: "Experience Name"
Experiment: "Experience Name - Experiment"
"Experience Name - Control"
Split: "Experience Name - A:Split A Name"
"Experience Name - A:Control"
"Experience Name - B:Split B Name"
"Experience Name - B:Control"

SHOW THE CODE BEING USED TO REPORT DATA.

CREATE CANCEL

4. Optionally, preview the code pushed to Google Analytics by clicking **SHOW THE CODE BEING USED TO REPORT DATA**.



You cannot modify the default code. If the default code is not suitable for your Google Analytics setup, then you must either create a custom report that uses one of the code samples for a Google Analytics 4 integration in [Set Up a Google Analytics 4 Integration Using Google Tag](#), or you must request a more customized code for your integration from Monetate. If you require the latter, then submit a request using the Kibo Technical Support portal (kibotechsupport.zendesk.com).



The default code for the Google Analytics integration works with Google Analytics 4 and its Google tag, `gtag.js`, as well as with Google Universal Analytics (`analytics.js`), which [stopped processing data on July 1, 2023](#), and Google Classic Analytics (`ga.js`), deprecated in 2016.

Integration

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[GOOGLE ANALYTICS](#) **Google Analytics Configuration**

Enable by default for all new experiences NO

Data will be reported in the following formats:

No Control:	"Experience Name"
Experiment:	"Experience Name - Experiment" "Experience Name - Control"
Split:	"Experience Name - A:Split A Name" "Experience Name - A:Control" "Experience Name - B:Split B Name" "Experience Name - B:Control"

[SHOW THE CODE BEING USED TO REPORT DATA.](#)

CREATE CANCEL

5. Click **CREATE**.

Integration

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

Third-Party Analytics

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[GOOGLE ANALYTICS](#) **Google Analytics Configuration**

Enable by default for all new experiences YES

Data will be reported in the following formats:

No Control:	"Experience Name"
Experiment:	"Experience Name - Experiment" "Experience Name - Control"
Split:	"Experience Name - A:Split A Name" "Experience Name - A:Control" "Experience Name - B:Split B Name" "Experience Name - B:Control"

[SHOW THE CODE BEING USED TO REPORT DATA.](#)

CREATE CANCEL

Monetate pushes experience data to Google Analytics after the initial page load and then every 5 minutes thereafter. Refer to Google's [Realtime report](#) documentation to learn more about viewing Monetate experience data in your Google Analytics setup.

Testing the New Report

You can ensure the new report works from the report configuration page.

Follow these steps to test the new report.

1. Click the preview icon on the Google Analytics configuration page.

Third-Party Analytics ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.



GOOGLE ANALYTICS **Google Analytics Configuration**

Enable by default for all new experiences NO








Data will be reported in the following formats:

No Control:	"Experience Name"
Experiment:	"Experience Name - Experiment" "Experience Name - Control"
Split:	"Experience Name - A:Split A Name" "Experience Name - A:Control" "Experience Name - B:Split B Name" "Experience Name - B:Control"

[SHOW THE CODE BEING USED TO REPORT DATA.](#)



2. While viewing the new browser tab or window in which your site loaded in Preview Mode, launch [Monetate Inspector](#) and then click the **Components** tab.

inspector       

Events	2	viewPage.gt
Page Type		main
		...

MONETATE

SHOP ALL BATH GARDEN KITCHEN PUBLICATIONS UTILITY SHIPPING & RETURNS CONTACT US BLOG RSS SYNDICATION

  Previewing: Google Analytics

3. Ensure that reporting labels are submitted. The reporting labels appear in the `sr2` or `Submit Reporting Events` row of the Actions table.

Action	Name	Arguments
---	targetJSVar	customTarget
---	targetElement	body > header.header > h1.header-logo.header-logo--center > a > span.header-logo-text
---	targetJSVar	Test
---	targetCookie	STORE_VISITOR
---	targetCookie	st-test
---	sst	1683912657.213776
---	Display Preview Banner	["Google Analytics"]
---	sr2	[{ split: "Control", reports: [5398], id: 50, key: "FAKE-Split-Experience-Control_123"]

After you test the report, you can set **Enable by default for all new experiences** to **YES** if you opted not to do so when you first created the report.

If you opt to set **Enable by default for all new experiences** to **YES**, you must also add the new report to each active Web experience that you want reported to your Google Analytics setup. See [Enabling Google Analytics at the Experience Level](#) for more information.

Enabling Google Analytics at the Experience Level

Follow these steps to enable Google Analytics reporting for an individual active Web experience.

1. Navigate to the experience that you want reported to Google Analytics, and then open it in Experience Editor.
2. Click the additional options menu (...) on the Experience Editor page, and then click **Third-Party Analytics**.

Winter Clearance Sale Banner

ACTIVATE PREVIEW DUPLICATE ...

View Experience History...
Third-Party Analytics...
 Notes...
 Import Actions >
 Export Actions >
 Promote Experience >
 Configure Auto-promotion...
 Estimated RPS Value...
 Administrator Lock
 Delete

WHY to measure Conversion rate between 2 splits and control

WHO For all visitors

WHAT

Variant	Design	Percentage
A	show Tippy Top Banner	25% Design A
B	show Tippy Top Banner	25% Design B
-	Control	50% >

3. Toggle **Google Analytics** to **YES**.


Third-Party Analytics



Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

Contentsquare YES

Google Analytics NO 

SiteCatalyst NO

Report Label

Winter-Clearance-Sale-Banner

Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."

SAVE

CANCEL

4. If you want to see a specific string for this experience in all third-party analytics platforms enabled for it, enter it into **Report Label**.



The text in **Report Label** auto-populates with the name of the experience. Monetate reports this string to the integrated third-party platform(s). Monetate also automatically creates labels for holdout variants based on your specified variant labels. For each variant included in the holdout, Monetate appends the label with `- Holdout`.

Third-Party Analytics



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Report analytics data to the following platforms:

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Google Analytics YES NO

SiteCatalyst YES NO

Report Label

Winter-Clearance-Sale-Banner

Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."

SAVE

CANCEL

5. Click **SAVE**.

Third-Party Analytics



Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

Contentsquare YES NO

Google Analytics YES NO

SiteCatalyst YES NO

Report Label

Winter-Clearance-Sale-Banner

Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."

→ SAVE

CANCEL

You can view a table of experiences that Monetate is reporting to Google Analytics on the Google Analytics Configuration screen of the **Third-Party Analytics** tab of the Integration page of the Monetate platform settings.

Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

- GOOGLE ANALYTICS
- SITECATALYST
- DECIBEL INSIGHT
- COREMETRICS
- HOTJAR

This report is currently in use.
Since this report is currently being used, it cannot be edited or deleted.

Google Analytics Configuration



Enable by default for all new experiences YES

Data will be reported in the following formats:

No Control:	"Experience Name"
Experiment:	"Experience Name - Experiment" "Experience Name - Control"
Split:	"Experience Name - A:Split A Name" "Experience Name - A:Control" "Experience Name - B:Split B Name" "Experience Name - B:Control"

SHOW THE CODE BEING USED TO REPORT DATA.

SAVE

View Associated Experiences
When a report is being used it cannot be edited or deleted.

NAME	TYPE
UK Promo	Active
Clearance Banner	Active
Checkout Flow MVT	Active
Homepage Change	Active

To disable Google Analytics reporting for a single experience, click its name in this table to open it in Experience Editor, then click the additional options menu (...), click **Third-Party Analytics**, and then toggle **Google Analytics** to **NO** in the Third-Party Analytics modal.