

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

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 Monetate Technical Support portal (support.monetate.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.

5. Click **CREATE**.

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

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

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.

5. Click **SAVE**.

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.

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.